

National CLEANER AND DYER

JANUARY
1958



Ornamental trim of lampshade is removed, cleaned, resewed according to pattern. More on this profitable sideline on page 44

IN THIS ISSUE

- What is happening to drycleaning in New Zealand . . .* PAGE 34
A salute from the industry to our Miss Mike PAGE 40
Beginning a new series to make spotting easier PAGE 50

*dust and lint in your solvent
can clog filter screens*

-use

HYFLO

**-It protects screens,
keeps pressures low**

A proper precoat of HYFLO* will prevent dust, lint and all other insoluble impurities from clogging your filter screen or cloth. This simplifies cleaning later. And by adding HYFLO regularly, you prevent rapid pressure build-ups, and get clean solvent for many loads.

J-M HYFLO, the original high speed filter powder, removes all insoluble soil but never active detergent. Solvent remains clean longer, assuring you of fresh, odor-free garments. HYFLO makes solvent recovery almost automatic and works with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of HYFLO for over 30 years. For the name of your nearest HYFLO dealer, write Johns-Manville, Box 14, New York 16, New York. In Canada, Port Credit, Ontario.

*Trade Mark Reg. U. S. Pat. Off.

**The complete filter powder
service for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



Johns-Manville HYFLO

THE FILTER POWDER FOR CHARGED SYSTEM CLEANING



BUCKEYE CODE 166

AUOTED INSTALLATION

REPORTS ON 1,070 LOADS

designed for PERCHLORETHYLENE Plants only!

INSTALLATION REPORT:

Buckeye
CODE 166

DATE November 1957

REPORT NO.
1,070 Loads

PROCEDURE THIS TEST:

MAKE OF MACHINE

26 Types and Makes of
Synthetic Cleaning
Machines

38,823

POUNDS CLEANED

Mixed—Wools,
Silks,
Synthetics, Etc.

CLASSIFICATION OF LOAD

NUMBER OF PIECES 32,505

NUMBER OF PIECES SPOTTED 4,953 15.23%

WET CLEANED 347 1.07%

RERUN 674 2.07%

PASSED 26,531 81.63%

REMARKS:

*No other soap or detergent manufacturer
can make this kind of statement
or report!*

*Amazing safety
in handling all
Fabrics and
Colors!*

*Dirt gets up
and gets out—
so does
static!*

All figures verified by actual reports

Puts the DRY back into Dry Cleaning!

Embodied in this new Davies-Young synthetic detergent—BUCKEYE CODE 166—are all of the Buckeye-developed anti-static properties which produce the famous "LINT-FREE CLING-FREE"® Dry Cleaning Process†. Prove it and profit by it in your own plant. Contact your local Buckeye Distributor now, or write us.

*Trademark of the Davies-Young Soap Company
†U.S. Pat. No. 2729576; Canadian Pat. No.
528758; other patents pending.



Producers of Quality Products for the Dry
Cleaning Industry Since 1844

Fast, Low Cost Utility Press utilizes just one air chamber to control every operation. Has fast up-steam, free-flow vacuum, constant steam diffusion, textured surface top plate, 38", 42" and 45" sizes.



Finishing department output





UTILITY PRESS



FABRIC HEAD FINISHER



FABRIC HEAD TOPPER



AUTOMATIC FORM FINISHER



MUSHROOM PRESS



COMBINATION OR SINGLE PUFF SETS



SPOTTING AND FINISHING BOARDS



SPOTTING GUNS

**JOB PROVED
FINISHING EQUIPMENT***Full Line — Fast — Low Cost***is 50% greater!****Nothing compares with MANITOWOC says Anthony DiBiase,
Owner Bell-Hop Fine Cleaners, Jackson Heights, N. Y.**

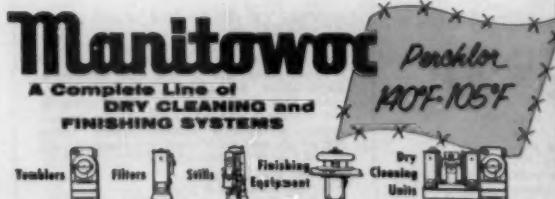
Complete satisfaction with a Manitowoc Perchlor dry cleaning system (not one breakdown in 4 years' operation) persuaded Mr. DiBiase to install three units of Manitowoc finishing equipment in his shop. Although he has been in the same location for 10 years, DiBiase claims that good volume really started with the introduction of the Manitowoc machine 4 years ago. And the new finishing equipment has proved to be just as much of a profit-builder.

Bell-Hop Fine Cleaners has a fast, easy-operating UTILITY AIR-PRESS which turns out 50% more perfectly pressed garments per hour than the old press could handle. "It's an excellent press for beginners," says Mr. DiBiase. "Anyone can handle it . . . the exact amount of buck pressure is controlled by finger tip, assuring a contour finish without sacrifice of quality. An operator can work all day

without fatigue . . . and he turns out better looking garments.

"Our automatic Manitowoc steam-air form finisher used with an adjustable puffer brings out the perfect contour of a garment, and gives it a shineless, impression-free texture. The form finisher has adjustable air control, a pressure type blower and separate hip, waist and bottom size controls. Numerous steam vents in the polished aluminum puffer head can puff out a shoulder like nothing else can . . . producing a uniform, shineless finish every time."

"Even with constant 80 lb. steam pressure all day long, we have had no trouble with the Manitowoc finishing units," DiBiase concluded. "Best of all, our quality control has improved and we're finishing up to 35 sack coats and garments per hour . . . a 50% increase!"

**MANITOWOC ENGINEERING CORP., Dept. MRS -2**

Manitowoc, Wisconsin

Please send full information without further obligation:

- Finishing Equipment
- Perchlor Dry Cleaning Systems
- Petroleum Dry Cleaning Systems
- Tumblers Stills Filters

Name

Address

City Zone State

DC-5

The National
CLEANER & DYER

CONTENTS

VOLUME 49, NO. 1

JANUARY, 1958

FEATURES

A Report on Our Industry Half Way Around the World.. By Art Schuelke	34
Part II. Drycleaning in New Zealand follows the United States pattern	
A Tribute to "Miss Mike"	40
Retired but still one of industry's best-loved figures	
There's a Bright Future in Lampshades By Harry Yeates	44
Sideline is profitable in itself and adds cleaning volume	
Spotting Made Easy By Cort Antonson	50
First of new series discusses basic tools and their use	
Are Your Inspectors Properly Trained?.. By Laura Herrmann Porterfield	64
Step-by-step procedure in important but neglected phase	
So You Want To Sell Your Business?	70
What the Filter Pump Means to Good Cleaning	82
Some basic points to consider on this important unit	
Index to 1957 Articles in The National Cleaner & Dyer	90

CONVENTIONS

Miami Program	59
----------------------------	-----------

DEPARTMENTS

New Products and Literature ..	8	News From the Allied Trades ..	96
Legal Decisions By A. L. H. Street ..	13	Questions and Answers	99
Business Builders	16	People and Places	102
Gadgets and Gimmicks	23	Obituaries	104
Editorials	32	Meetings Scheduled	105
Signs of the Times	74	Advertisers' Index	111
Association Notes	80	Our Readers Say	112
N.I.D. News			

MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

Business Papers Division, Reuben H. Donnelley Corp., 305 East 45th Street, New York 17, New York. Change of address should reach us one month in advance.

SUBSCRIPTIONS: United States and Canada, \$4.00 per year; foreign countries in postal union, \$6.00 in advance. Single Copy: United States and Canada, 50 cents; foreign, 75 cents. Guidebook issue: \$1.00.

NATIONAL CLEANER & DYER, January, 1958. Published monthly by Business Papers Division, The Reuben H. Donnelley Corporation, Executive and Editorial Offices, 305 East 45th Street, New York 17, N. Y. Volume 49, No. 1. Entire contents of this publication covered by general copyright, 1958. All rights reserved. Title registered in U. S. Patent Office. Entered at 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.



Random Thoughts

For a long time we have been urging cleaners to increase their prices. That is, to provide a fair margin of profit, provided the quality of work is consistent with a higher charge.

We as cleaners are so close to the problem we feel that price is the most important thing to a housewife. In actual fact, that isn't so. In my travels through various states and countries I have conducted "street corner" surveys. It has been amazing to find how few people know how much they do pay us for our services.

That applies to other items, too, such as gasoline and even haircuts. A recent bulletin of the Michigan Institute of Drycleaning further bears out that price isn't the all-important thing. It announced that 90 percent of cleaners in the Ann Arbor market now get \$1.60. They have had no customer resistance, and state that apparently most customers expected this.

That fine organization also announced the appointment of a Business Administration Counsel, William McMullen. This is in line with the Institute's policy of helping all member plants become financial successes. It is to be congratulated on this move of appointing an accountant to its staff. . . .

The state of Pennsylvania has taken concrete steps to alleviate the tax burden of business. It has eliminated ad valorem property taxation (there is no property tax in that state). It has reduced the sales tax on purchases made by manufacturing firms. There is no state personal income tax. Major tax revisions will have great appeal to companies that might otherwise go elsewhere.

It is an encouraging step. Would that other states and the Federal government would do likewise!

Thought for the month

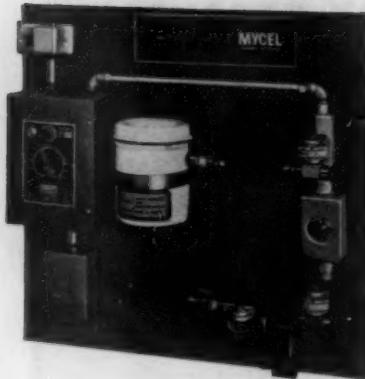
You can have anything in life, as long as you are willing to pay the price.
—Art Schuelke

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any article appearing in this issue. Cost is \$15 per 100, one side of a single sheet; \$31 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor:
NATIONAL CLEANER & Dyer
305 East 45th Street, New York 17, N. Y.

OVER 5000 SUCCESSFUL INSTALLATIONS PROVE

THE EFFICIENCY OF STREET'S



Conductivity Control

THE FIRST AUTOMATIC MOISTURE CONTROL

A great industry has been revolutionized by this ingenious technique.

Following its introduction at the Cleveland convention in '53 over 5000 of the nation's most alert plantowners have standardized on the CONDUCTIVITY CONTROL PROCESS for the automatic control of moisture.

The balance sheets and profit and loss statements of these 5000-plus plants show that

(through the near elimination of wetcleaning) production costs have been so greatly reduced as to provide substantial increases in net profits.

Not only has CONDUCTIVITY CONTROL effected large savings in production costs but it has also established a new standard of quality and safety in drycleaning which is prompting hundreds of other progressive plantowners to adopt its use.

The ELECTRONIC CONDUCTIVITY CONTROL UNIT, invented, perfected, installed and serviced by STREET'S, is the only moisture control apparatus which has faced the scrutiny of a research fellowship (NID F-14) as well as widespread use in over 5000 leading plants. It is the only moisture control serviced by a corps of 50 factory trained field technicians.

6C-282 COPYRIGHT 1957

ALERT PLANTOWNERS who seek the advantages of advanced research, without the risk of experimenting with the unproven, may well communicate with the inventors and sole developers of the CONDUCTIVITY CONTROL PROCESS.

R. R. STREET & CO. INC. 561 WEST MONROE ST. CHICAGO 6, U.S.A.

CANADIAN PATENTS
NO. 530,043 AND 534,730.
OTHER PATENTS PENDING

10 REASONS WHY PARKER Industrial BOILERS

**are preferred everywhere by experienced
cleaning and laundrymen**

1 RAPID STEAM GENERATION—Full steam pressure is developed in less than 10 minutes from a cold start with a Parker Boiler. This feature alone means drastic reductions in fuel cost when compared with boilers requiring an hour or more to develop full operating pressure.

2 EFFICIENCY—Maximum heat transfer is accomplished by the staggered self-baffling tube arrangement, heavy insulated cabinet and efficient fuel combustion. Only in rare instances where it is impossible to install the vent stack in accordance with specifications is it necessary to equip a Parker Boiler with an induced draft fan to obtain this exceptionally high operating efficiency.

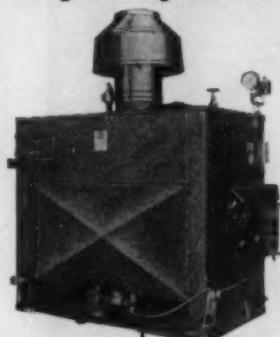
3 LOWER FUEL COST—Many dry cleaning plants and laundries have seen their fuel bill reduced up to 50% after replacing their present boiler with a modern Parker Boiler. This is fully accountable to a combination of the rapid steam generation and inherent operating efficiency built into every Parker Boiler.

4 SAFETY—Parker Boilers have never been known to internally explode nor has it been possible to induce such an explosion under most severe tests.

5 WATER TUBE DESIGN—This design has proven superior in every large modern boiler installation throughout the world.

6 EXTRA HEAVY CONSTRUCTION—Every Parker Boiler from the smallest to the largest is manufactured to exacting standards far exceeding any code requirement. You may fully expect more years of low cost service from a Parker than any other boiler by following the simple operating and maintenance instructions included with every boiler.

7 FULLY AUTOMATIC—The finest controls, internationally sold and serviced, govern all phases of operation automatically with maximum safety.



Illustrated above, 22 H.P. gas fired model. Other sizes 1½ H.P. through 125 H.P. Also available for oil firing.

Never a Compromise

PARKER
Industrial
BOILER

for Quality or Safety

8 COMPACT DESIGN—Per horsepower rating, few boilers can fit in the small area required for a Parker. This is of particular advantage where expanded plant operation requires more steam and it is impossible to allocate additional space for a larger boiler.

9 COMPLETE PACKAGED UNIT—Parker was one of the first companies in the world to offer a packaged boiler. All controls are mounted and electrically wired with burners installed ready to connect to electric, fuel and water supply. Prior to shipment every Parker Boiler is thoroughly test fired under actual operating conditions.

10 LOWER INITIAL COST—The above outstanding features could never be combined into a single boiler and sold at competitive price without volume production using the most modern plant facilities and machinery.

DON'T DELAY—INVESTIGATE TODAY

The best costs so little. If your boiler is old, antiquated in design or inadequate to meet your production requirements, replace it with a new Parker. Fuel and maintenance savings alone will more than likely pay for your new boiler.

A.S.M.E. APPROVED—REGISTERED WITH NATIONAL BOARD. FULLY MEETS ALL LOCAL AND STATE CODE REQUIREMENTS.

Please send me latest information and bulletin on Parker Boilers Parker Hot Water Boilers Parker Water Softeners Parker Return Systems , and the name of the nearest distributor.

Name _____

Address _____

City _____ State _____

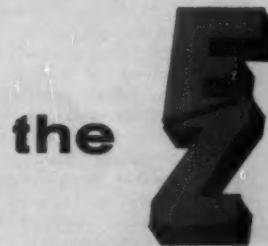
SID E.

PARKER BOILER

MANUFACTURING COMPANY

2035 East Thirty-Seventh Street
Los Angeles 58, California • ADams 3-4211

NEW! DIFFERENT! TERRIFIC!
NEW! DIFFERENT! TERRIFIC!
NEW! DIFFERENT! TERRIFIC!



PLASTIC BAGGER!

**Don't make a move
until you've seen it!**

- Completely trouble-free!
- Finger-tip operation!
- Uses all width plastic rolls!
- Sensibly priced!

Ask your Local Jobber about it now!

(or, for full information use this coupon)



**4850 W. Belmont Ave.
Chicago 41, Ill.**

**E-Z Packaging Corporation
4850 W. Belmont Ave.
Chicago 41, Illinois**

- Send full information on the new E-Z Plastic Bagger.
 Refer me to the nearest E-Z Bagger jobber.

Name_____

Firm Name_____

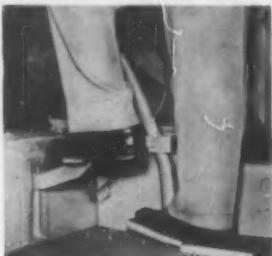
Address_____

City_____ Zone_____ State_____

NEW PRODUCTS

AND LITERATURE

Device Simplifies Driving



A new mechanical stand-drive attachment for use with conventional hand-shift transmissions in International multi-stop truck models with Metroette bodies has been designed by the Motor Truck Division of International Harvester Company.

The attachment, designed for the AB-120 and AB-140 models, consists of a single combination clutch and brake pedal on the floor of the driver's compartment, along with a foot accelerator. When the pedal is partly depressed, the clutch for shifting the transmission is released. Depressed further, it serves as a brake pedal. Power brakes are available with the attachment. A hand-operated snubber brake is also provided for braking on long down-grades without releasing the clutch. The snubber applies the service brakes and is provided in addition to the standard parking brake.

The mechanical stand-drive attachment is available independently or in combination with standard sit-drive clutch, brake and acceleration pedals in a dual sit-and-stand drive arrangement. For the latter, a foam-rubber tilt seat with backrest folds forward out of the way for stand-drive operation.

For complete details write to International Harvester Company, 180 N. Michigan Ave., Chicago 1, Ill.

YOUR REQUEST

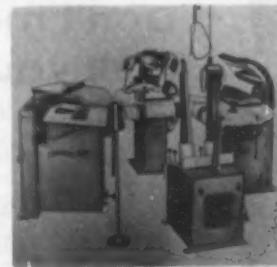
for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Built-In Deodorant

With the current emphasis on the prevention of perspiration odor, a new product containing a built-in deodorant has definite promotion possibilities, its maker claims. The additive is said to destroy odor-producing bacteria and thus combat perspiration odors in garments between cleanings. U-San-O Moth-Mildewproofing contains this new ingredient.

America Mothproofing Company, 2510 Hampton Ave., St. Louis, Mo., is the manufacturer of the product. The firm recently presented U-Mil-O, a mildewproof solution with the new deodorant agent in process.

Combination Finishing Unit



Both boys' shirts and ladies' blouses can be finished with the new combination unit designed by the Unipress Company. Known as the One-Girl Combination Boys' Shirt and Ladies' Blouse Finishing Unit, the combination consists of three presses. These are a Model BBB, bosom and body press, which finishes the bosom and body in four lays; a Model BCCY, collar, cuff and yoke press, which finishes the collar, cuffs and full yoke in two lays, and a Model BSF sleever for finishing both sleeves in one lay.

According to Ira C. Maxwell, president of Unipress, the unit will handle boys' shirts from size 6 to men's size 15½ and almost all sizes of ladies' blouses. Compact in design, the unit requires a floor space of 8 feet 3 inches by 9 feet.

The unit also incorporates standard Unipress features such as highly polished chrome heads, rugged construction, simple operation and a choice of seven colors.

Additional information about the Unipress One-Girl Combination unit can be obtained by

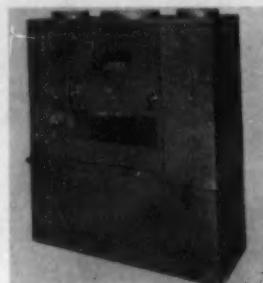
writing to The Unipress Company, Inc., 2800 Lyndale Ave., S., Minneapolis 8, Minn.

title of a new book issued by Rapistan-Keystone Co., Inc., an affiliate of The Rapids-Standard Co., Inc. Engineering data, field reports on use of overhead trolley conveyor systems, product bulletins, material on features of Rapistan overhead conveyors, tips on maintenance and other helpful information are contained in this volume.

A special section is included on the Rapistan Garment-Toter that is especially designed for use by drycleaners.

To obtain the "library," write to Rapistan Keystone, Inc., 21751 W. 8 Mile Rd., Detroit 41, Mich.

Haertel Storage Master



Designed to automatically dehumidify, fumigate and ventilate smaller storage vaults, the new SU-4 Storagemaster is recommended for use in vaults handling box storage and hanging woolens. Made by the Walter Haertel Company, the SU-4 is a one-piece package unit that requires no additional space for fumigating and ventilating equipment or hanging coils.

The unit is equipped with a heavy-duty industrial hermitac compressor for maintenance-free operation and is completely air-cooled. Removable panels allow accessibility to all parts. In addition, newly designed blower assemblies result in faster fumigation and ventilation and assure adequate air circulation within the vault.

For complete details write to Walter Haertel Company, 2840 Fourth Ave., S., Minneapolis 8, Minn.

Conveyor Literature Available



"One - Volume Library on Overhead Conveyors" is the

Automatic Filter Cleaner



Introduction of a simple, automatic filter cleaner andperc reclaimer, the Master-Matic, has been announced by Master Manufacturing Company. The Master-Matic can be installed directly to the filters on almost any standard drycleaning machine.

A new filtration principle accomplishes the entire filter cleaning and recovery operation automatically. No manual handling of the muck is required.

Master-Matic automatically cleans out the muck chamber, then drycleans tubes, bags or filter screens in place without additional labor cost. The unit occupies 24 inches and will handle a series of filters, if required.

Additional information may be obtained from Master Manufacturing Company, 119 Main St., Sioux City, Iowa.

Nylon Cover and Pad

Introduction of the new nylon Golden Arrow Cover N Pad has



MORE FILTERING AREA

...YET

LESS FLOOR SPACE

... WASHEX Tube Filters are square for many good reasons, such as:

- The square shell accommodates more tubes (12% more) than some round filters of the same rating. More filtering area means lower operating pressures.
- Square filters permit better grouping with other equipment in less floor space and simplify piping.

Other advanced features that assure efficient operation:

- Self-venting to eliminate the need for periodic opening of vent during daily operation.
- Tubes of open-mesh filter screen virtually eliminate clogging, avert costly shutdowns even after years of operation.
- Single operating valve for simplified backwashing to remove filter cake from tubes. Tubes can also be cleaned by built-in air agitator.
- Automatic sludge scraper eliminates laborious hand-cranking and assures removal of solid muck without excess solvent loss.

WASHEX MACHINERY CORPORATION

192 BANKER STREET, BROOKLYN 22, N.Y.

January, 1958

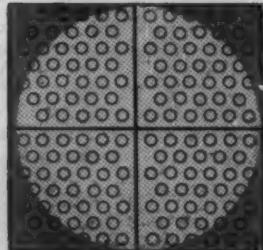


Illustration shows how square shape of WASHEX Tube Filter obtains more filtering area over round filters.

**AUTOMATIC
SLUDGE
SCRAPER**

SEND FOR THE NEW
WASHEX TUBE FILTER
CATALOG TODAY!

192 Bunker St., Brooklyn 22, N.Y.
Please send me further information on the WASHEX
Tube Filter. I'm interested in _____

NAME _____

SIGNATURE _____

ADDRESS _____

been announced by Arrow Manufacturing Company, Inc. This cover is a companion model to the firm's Asbestall Cover N Pad.

Made of heavy nylon yarn, the Golden Arrow is designed to withstand the highest heat

of any drycleaning pressing machine. The all-filament construction allows free flow of steam and air.

For further details write to Arrow Manufacturing Company, 2924 Terrace St., Kansas City 41, Mo.

Lincoln Presents New Sales Booster



Circus Dress Up Garment Bags, the newest offering from the Lincoln Bag Co., are designed to delight the youngsters and increase adult store traffic. This colorful line of bags features popular circus characters and they are especially effective for special promotions, Lincoln states. Made with cut-out eyes and arms, the bags are easily slipped over children's heads.

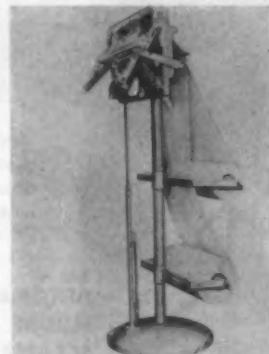
The current series of designs produced by Lincoln are multi-color-printed. In addition to Peppy the clown and Skamp the monkey, they include Tiny the elephant, Lena the kangaroo and Looey the lion. Lincoln reports that additional characters are in the making. Ample space is provided in each design for imprinting the cleaner's name and address.

To aid Chicago's Lower North Center charity event for Christmas, Lincoln recently contributed 2,500 bags for the children's amusement. The two

children in the center of the photo are playing the roles of Peppy the clown and Skamp the monkey.

To obtain complete information write to Lincoln Bag Co., Inc., 4200 W. Schubert Ave., Chicago 39, Ill.

Double-Header Poly-Bag'R



All sizes of garments can be packaged without changing rolls with the new Double-Header Poly-Bag'R. Manufactured by the Sanitex Sales Corp., this new machine takes up 3 feet of floor space, weighs approximately 100 pounds and mounts two widths of tubing (either plain or printed roll stock) simultaneously. Advantages of the new model noted by the manufacturer are that it is speedy, economical to operate and steps up production.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letter-head. Be sure to mention NATIONAL CLEANER & Dyer.

The machine will handle two 3,000-lineal-foot rolls of Sanitex Poly Rolfilm and especially tough polyethylene or any other standard polyethylene tubing.

For additional information write to Sanitex Sales Corp., Division of Clopay Corp., Clopay Square, Cincinnati 14, Ohio.

exterior fire from entering and igniting the drum contents.

For further details write to the Protectoseal Company, 1920 S. Western Ave., Chicago 8, Ill.

New Industrial Hand Cream

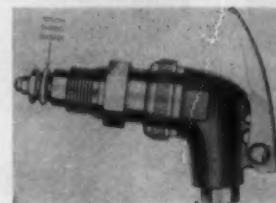


New Device Checks Temperature, Pressure

A new series of temperature-pressure relief valves for water heaters has been developed by Cash-Acme. This F-3T series features an offset fuse plug holder, which allows the fuse plug to be replaced without disturbing the valve's installation. The valves are made of bronze, with silicone seat disc and stainless-steel spring.

A new bulletin (2-13) describing the F-3T series is available free of charge on request to Cash-Acme, P. O. Box 191, Decatur, Ill.

Self-Closing Drum Faucet



An improved safety drum faucet, developed by the Protectoseal Company, is designed to eliminate seepage or leakage in drums. A spring located within the body maintains a tight closure. Hand pressure on the large lever-type handle is necessary to push the spring back and permit flow of liquid. The valve closes automatically when hand pressure is removed.

The valve is located at the insertion end where it cannot be distorted by excessive wrench pressure. A new type Kel-F or Teflon, O-Ring gasket is now being used to withstand the destructive action of chemicals which deteriorate synthetic rubber gaskets.

Two types are available: a self-positioning swivel-type faucet which may be screwed tightly into the drum opening and the spout portion, regardless of position, then swiveled to the correct angle for dispensing where it is secured by a knurled locking ring; and the usual rigid-type faucet which generally requires a thread compound to form a liquid-tight connection.

A brass fire baffle prevents

To offset the harsh effects of chemicals on workers' hands, Warco Laboratories has developed a new protective hand cream called Sila-Hand. This compound contains a large percentage of silicone, which is said to retard the irritating effects of solvents and chemicals. Another ingredient is lanolin, which restores the natural oil to roughened and dried-out skin.

For complete details write to Warco Laboratories, Gardena, Calif.

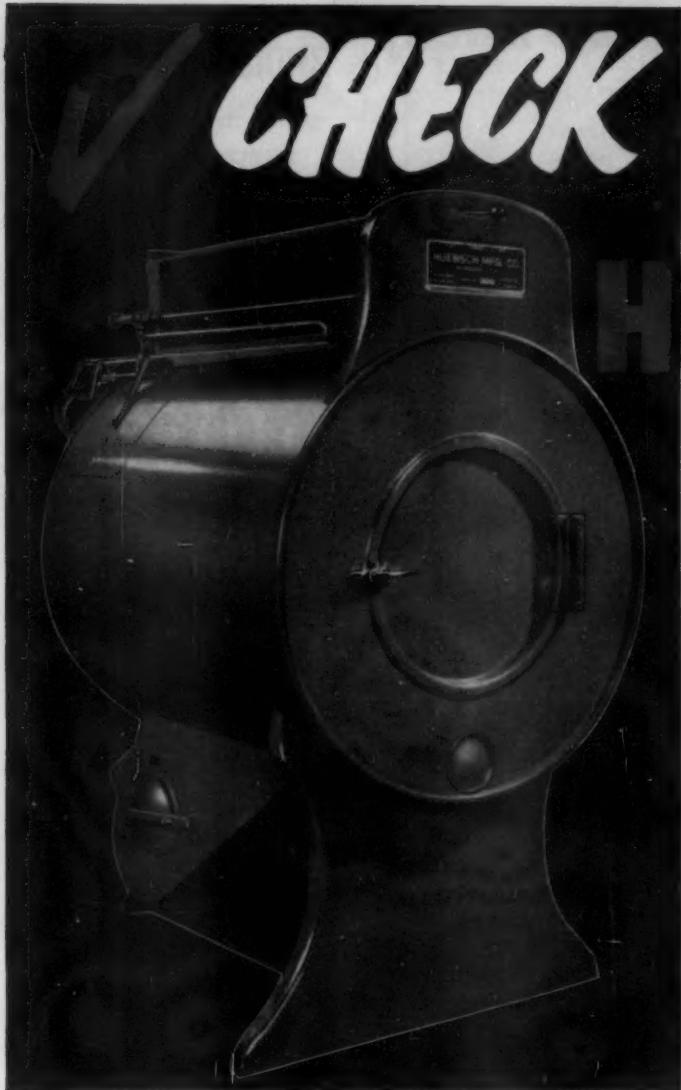
Flash Point Study

The Wood River Research Laboratory of the Shell Oil Company recently completed a study of the relative explosibilities of hydrocarbon-type dry-cleaning solvents. Interest in this field stems from the practical questions raised by dry-cleaners in connection with the 360°F. endpoint solvent Shell introduced several years ago. This faster-evaporating solvent offers, according to Shell, technical and economic advantages over the conventional Stoddard solvent with endpoint around 385-390°F.

However, queries have been raised as to whether lowering the endpoint of the solvent has increased the explosion hazard. Shell's researchers studied this point in apparatus based on a study made by the NID and reported in its Bulletin No. T-161 of May 15, 1946. The results were reassuring and confirmed the reliability of the Underwriters' regulations.

Relative explosibilities are accurately indicated by flash points. That is, irrespective of the lower endpoint, the 360°F. drycleaning solvents are no more prone to form explosive

Continued on page 98



CHECK

the many features and
advantages offered by

HUEBSCH

DRY CLEANING TUMBLERS

✓ **SAFETY FEATURES!** Standard equipment includes explosion hatch... double-fused steam extinguisher valve... explosion-proof motor... padded ribs... static electricity steam spray... grounding connection.

✓ **OPEN-END DESIGN** assures fast, efficient loading and unloading.

✓ **STEAM COILS** of latest fin and tube construction.

✓ **NEW, EASILY OPERATED DAMPER** for regulating air temperature.

- ✓ **OVERSIZED PARTS** designed for added strength and long wear.
- ✓ **LOW IN COST** and economical to operate.
- ✓ **SIMPLE, EASY-TO-SERVICE.** All parts easily accessible.
- ✓ **CHOICE OF ANY COLOR** at no extra cost.
- ✓ **CHOICE OF FOUR SIZES:** 36" x 18", 36" x 24", 36" x 30", 42" x 42".

*Ask your jobber for complete details, or
write directly to*

HUEBSCH ORIGINATORS

3775 N. Holton Street • Milwaukee 1, Wisconsin

*Get
off the
SPOT
with...*

**IN GOES
DIRTY
WORK**



**OUT
GOES HAND
SPOTTING
...wetcleans**

**UP GOES
YOUR
PROFIT**



**ONE
SHOT
SPOTTING
...it's so
easy!**

**DOWN GOES
TIME-LABOR
COST**



CALED'S Spray Spotter

**Go Modern—Spot the Easy Way
WITH THE GREATEST LABOR-
SAVER OF THEM ALL!**

Use Caled's Spray Spotter and spray away wetcleans—spotting—rings. Spray Spotter does the work of old-fashioned, time-wasting methods of spotting—easier and faster . . . works equally well with all types of solvents . . . all charge systems . . . and all spotting tanks. No skill required—simply brush or spray. You'll like the way Caled's Spray Spotter helps you reduce handling, save time and speed work through all departments. No wrinkles . . . no color change. Just smooth, clean garments all ready for your finishers.

HERE'S HOW TO GET YOUR WORK OUT FASTER AND EASIER!

Just mix 1 gallon of Caled Spray Spotter into 4 gallons of water in any spraying tank. Spray this stock solution on dirty pants, sport shirts, dresses, skirts, rainwear—anything you would normally wetclean or hand spot. Throw them right back in the drycleaning wheel with your next dry soap run.

If you have no tank, brush Caled Spray Spotter over the soiled area and rinse out in the charge solvent.

**Order your supply of Caled Spray Spotter from
your jobber now!**



CALED PRODUCTS CO., INC.
BRENTWOOD, MARYLAND

LEGAL DECISIONS

By A. L. H. STREET

Zoning and Pickup Stations

Does maintenance of a pickup depot in an apartment house constitute a "business" within the provisions of a local zoning ordinance?

Yes, according to a decision rendered by the Appellate Division of the New Jersey Superior Court (*Zahn v. Newark Board of Adjustment*, 133 Atl. 2d 358). In this particular case, the owner of a 420-family apartment building leased a basement room to a cleaner for use as a pickup station. The room was small, containing a counter, shelves and pipe racks equipped with hangers. Apparently, one employee of the cleaner was in attendance. Deliveries were made directly to the customers' apartments.

The court intimated that the depot could not be regarded as a proper accessory of the building for the convenience of the tenants, because it restricted them to patronage of one cleaner. This decision is subject to possible review and reversal by the state supreme court.

Here are the high spots of the court's opinion:

The principal argument of plaintiffs, the cleaner and the apartment house owner, "is that the service would be a convenience to the tenants," who otherwise would be "plagued by solicitation from local cleaners and considerable congestion resulting in the elevators and corridors when their garments are picked up and delivered. . . . Although it cannot be denied that the convenience of leaving clothing in a basement depot outweighs that of delivering it to a distant cleaner, such an argument might well defeat the very thesis of zoning, which is that of separation of business and industry from the home. Indeed, it is always more convenient for the customer that the business be close by. However, sound social, economic and governmental policy dictates a separation, wherever possible, of residential areas from industrial or business areas."

The court disagreed with the reasoning of a New York court, to the effect that a similar pickup room in the basement of a multiple-family apartment house, designated as a "tailor shop" and designed for the convenience of the tenants, could not be regarded as being used for "busi-

How a Clayton STEAM GENERATOR

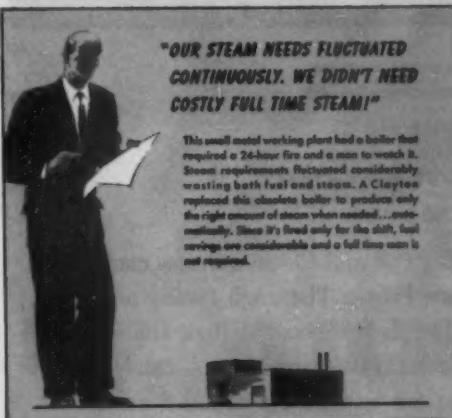
SOLVED THREE *different* STEAM PROBLEMS!

These actual case histories represent only a few of the reasons why smart business men buy Clayton Steam Generators. Basically the story is more steam at less cost in only one fourth the space occupied by ordinary steam boilers. They cost less to install too... no stacks to erect, no walls to knock out, lower rigging expense and lower hauling costs. The secret of Clayton's higher efficiency is *controlled circulation*—no space consuming straight tubes, but instead, a principle of using a coil without fired vessels... easier to operate and maintain. From a cold start, Claytons produce steam in 3 minutes. Let a Clayton representative give you the complete facts.



"WE WERE FACED WITH AN OBSOLETE
CENTRAL BOILER ROOM AND
DETERIORATING TRANSMISSION LINES"

This well known chemical company had a sprawling plant with long transmission lines and condensation problems. Fluctuating steam needs throughout the plant made steam production a problem. The ordinary boiler had to be kept at full pressure all day... fired all night. Seven Clayton Generators strategically located now provide just the right amount of steam—when and where needed. They are shut down at night. These seven Clayton generators installed cost less than the cost of new transmission lines.



"OUR STEAM NEEDS FLUCTUATED
CONTINUOUSLY. WE DIDN'T NEED
COSTLY FULL TIME STEAM!"

This small metal working plant had a boiler that required a 24-hour fire and a man to watch it. Steam requirements fluctuated considerably, wasting both fuel and steam. A Clayton replaced this obsolete boiler to produce only the right amount of steam when needed... automatically. Since it's fired only for the shift, fuel savings are considerable and a full time man is not required.



"IT WAS HOPELESS! WE NEEDED
MORE STEAM AND WE DIDN'T
HAVE ROOM FOR IT!"

Here was a well known beverage syrup company located in "midtown" squeezed in between buildings on all sides. To meet its additional steam needs, it went in only one direction... up! Since a Clayton produces the same amount of steam in only one fourth the space and weighs only a fraction as much as an ordinary boiler, it was relatively simple to put two Clayton steam generators on the roof! The installation was quick and inexpensive.



Clayton

MANUFACTURING COMPANY

Sirs: Please send us more information on Clayton Steam

Generators.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

We use steam for _____

Send to: Clayton Manufacturing Company

449 N. Temple City Blvd.

El Monte, California



Qualitex® PAD AND COVER
with the new
Sun Glow®
cover TRADE MARK

All covers, on the Qualitex Pad and Cover, are now made of newly developed Sun Glow Fabric. Thorough testing proved Sun Glow Fabric will deliver better pressing than any other known press cover material. It costs no more... and lasts much longer. Guaranteed for minimum 4 months' service.

order from your jobber today

Quality products company

5760 West Grand Avenue
Chicago 39, Illinois

ness" under a zoning ordinance (Flagg v. Murdock, 172 Misc. 1048, 15 N.Y. Supp. 2d 635).

The New Jersey court thought that the pickup depot in this case should be regarded as a business, because:

"Plaintiffs proposed not merely a basement room set aside for the purpose of pickup by any merchant, or any tailoring and cleaning firm, but a room equipped to operate as an integral part of a particular business, to be systematically and regularly served by it and in effect to function as an inlet. To describe it as anything less than a business enterprise would be idle."

The zoning ordinance involved, like most, if not all, other zoning

ordinances, permitted "accessory" uses as incidental to operation of apartment houses. The New Jersey court said:

"The proposed dry-cleaning depot is not accessory to a 'multiple dwelling,' for it is not customarily incidental to the operation of an apartment house, as is a parking lot, for example."

Finally, in rejecting the argument that the pickup room would avoid congestion in the halls, etc., incidental to the pickup and delivery from the individual tenants, the court said: "The difficulty, however, can be eliminated by dealing with the cleaner at his main place of business, and thus the congestion is self-imposed by the

selection of pickup-and-delivery service."

The court mentioned, but did not stress, the fact that there was no sign on the outside of the building advertising the service, but that a small sign inside indicated the location of the room.

Employee Hospitalization

Is a cleaner liable for the hospital bill incurred when an employee injures himself on the employer's premises?

Plant managers, superintendents and foremen should exercise caution in underwriting medical, surgical and hospital services for care of employees injured while working.

Ordinarily an employer, in such cases, is not liable for the expense involved beyond the liability imposed by the state's workmen's compensation law and/or the insurance carried for the benefit of employees. However, the employer can become liable for all of the expense involved by indicating intention to do so.

A case in point was lately decided by the Louisiana Supreme Court (Baton Rouge General Hospital v. Superior Cleaners, 93 So. 2d). A woman employed in the defendant's plant was warming herself by a gas burner when her clothing became ignited, and she was seriously burned. A member of the defendant firm hurried the injured woman to the plaintiff hospital and signed the firm's name on a printed form, headed "Request for Service." The signature appeared on a line reading "Signature of Person Responsible."

Under the workmen's compensation law, the firm's total liability for medical, surgical and hospital expense was \$500. The firm was insured to that extent, and the insurance company delayed payment because it appeared that the expense would exceed \$500. This would necessitate a prorating of the medical, surgical and hospital charges. The hospital did not bill the defendant firm until six months after the hospitalization began. The bill amounted to \$4,048.75.

The bill was rejected on the ground that the defendant never manifested intention to assume liability for more than the \$500 liability imposed by law. The hospital sued, and the trial judge awarded judgment in its favor. But, on appeal, the Supreme Court set aside the judgment and ordered the suit dismissed, noting that under the circumstances the hospital had no right to assume that the defendant was accepting any responsibility for payment beyond the sum covered by the insurance company.

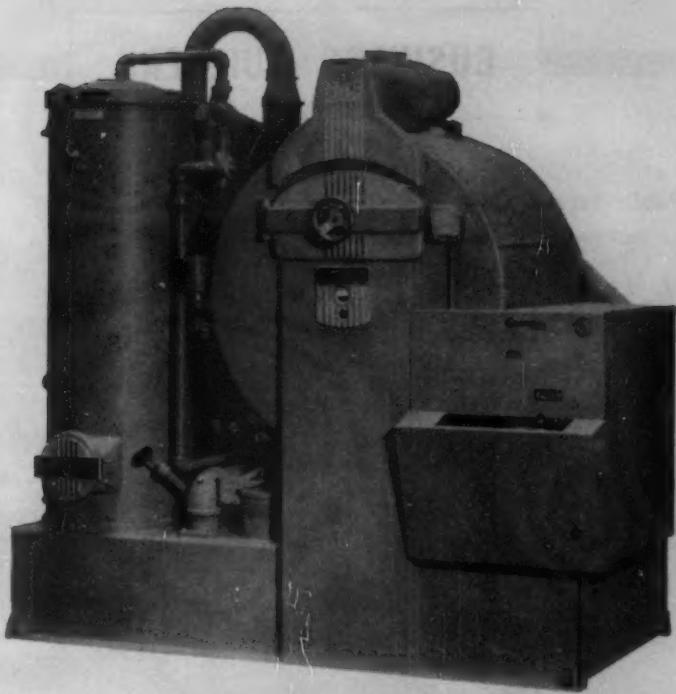


We've got it . . . built-in!

MUCK RECOVERY UNIT

Recovers two to four gallons of Perc per daily back-wash . . . PLUS keeping Monel Tubular Filter sludge-free and clean . . . and at efficient low pressure for fast circulation of solvent.

Optional on all Mercury Perc Units, and on all separate Monel Tubular Filters. Sludge transfer by quick-opening valves . . . no handling. Minimum steam consumption.



Single-Bath fully automatic PER-44. Complete with Still and 2000 GPH Monel Tubular Filter mounted on tank . . . 39" x 74". Also available for TWO-BATH . . . with ALL-IN-ONE DIVIDED TANK . . . 39" x 96".

mercury numatic

PERCHLOR

44-lb. units

Muck Recovery Unit (optional)

PETROLEUM

48-lb. units

140-F or Stoddard

Anyone in your shop can operate the fully automatic Mercury Numatic . . . with better results and lower costs . . . because the TIMER never forgets or delays. Labor savings . . . at minimum wage rate . . . easily pay for your Mercury . . . on lease or purchase option.

- Completely automatic; for single or two-bath cleaning.
- 2000 GPH Monel tubular filter with 4-way backwash valve and air-sludge-drying.
- MARLOW self-priming centrifugal pumps mounted on tank.
- Full 3" Quick Dump Line . . . to handle FASTER solvent flow . . . fewer re-runs, less spotting.
- Easy to install . . . comes completely piped, wired and assembled.
- Increased volume and savings in labor pay for your Mercury.

4500 SUCCESSFUL MERCURY OWNERS

Many larger Cleaners choose two Mercury Units for better load classification



MERCURY

CLEANING SYSTEMS, INC.

1817 Benson Avenue, Evanston, Illinois • DAVIS 8-0710

BUSINESS BUILDERS

Public-Service Signs Get Favorable Notice



This timely safety slogan greeted motorists of Colorado Springs, Colorado, the morning school opened and the day big game hunting licenses went on sale. This safety message replaced the usual advertising messages on the changeable sign located on the side of one of the cash-and-carry sta-

tions of Sno-White Laundry & Cleaners. According to Harold B. Gates, president of the company, there was so much favorable comment and publicity that the firm has adopted the policy of alternating advertising messages with civic slogans. It builds goodwill—and good business.

Call Office Blends Good Looks and Utility



Several ideas incorporated in the call office of Fredrick Cleaners, Los Angeles, California, have helped to create atmosphere as well as a neat and attractive surrounding in which to do business.

Owner S. F. Fredrick and son Bob designed the building themselves. It features an all-glass front on two sides. A circular trademark used by the

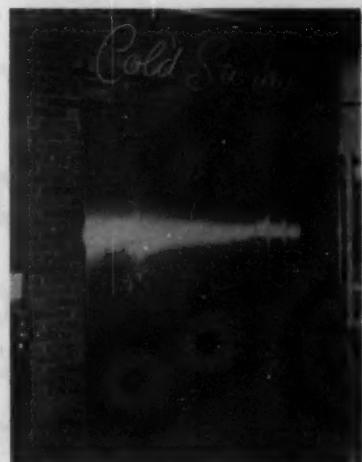
plant is sandblasted into the glass of both doors leading into the call office. The trademark is also featured on a larger scale on the marbleized floor of the call office.

The Fredricks borrowed an idea from restaurant and bar owners in designing the counter. A quilted plastic adorns the counter front. It is made up of individual panels alternating a

pink background with a grey fleck and a grey background with a white fleck. Each individual panel is glued to the counter front and can be easily replaced in case of damage. The interior of the store is done in Japanese birch which blends with the paneling on the counter.

Another idea in the call office is the louvered window shown in the left background of the photograph. The window is located in the boss's office right above his desk. The louvers allow Mr. Fredrick to keep an eye on the call office without exposing his office to view.

Shiny Storage Vault Sells Itself



When it opened a new plant last year Hollywood Cleaners, Cleveland, Ohio, made definite plans to feature its storage vault.

Instead of hiding the vault in the back of the plant, Hollywood made room for it right by the entrance to the call office. It is virtually impossible for customers entering the plant to miss the good-looking vault in which their garments are stored. And, of course, the vault does a selling job besides giving the call-office salesgirls something to talk about.

Set in a brick enclosure, the metal door of the vault is kept spic and span to add to its attractiveness. To top off the whole affair is a large neon sign over the door reading "Cold Storage." Thus, Hollywood Cleaners has been able to use its vault for both decorative and selling purposes.

DETREX

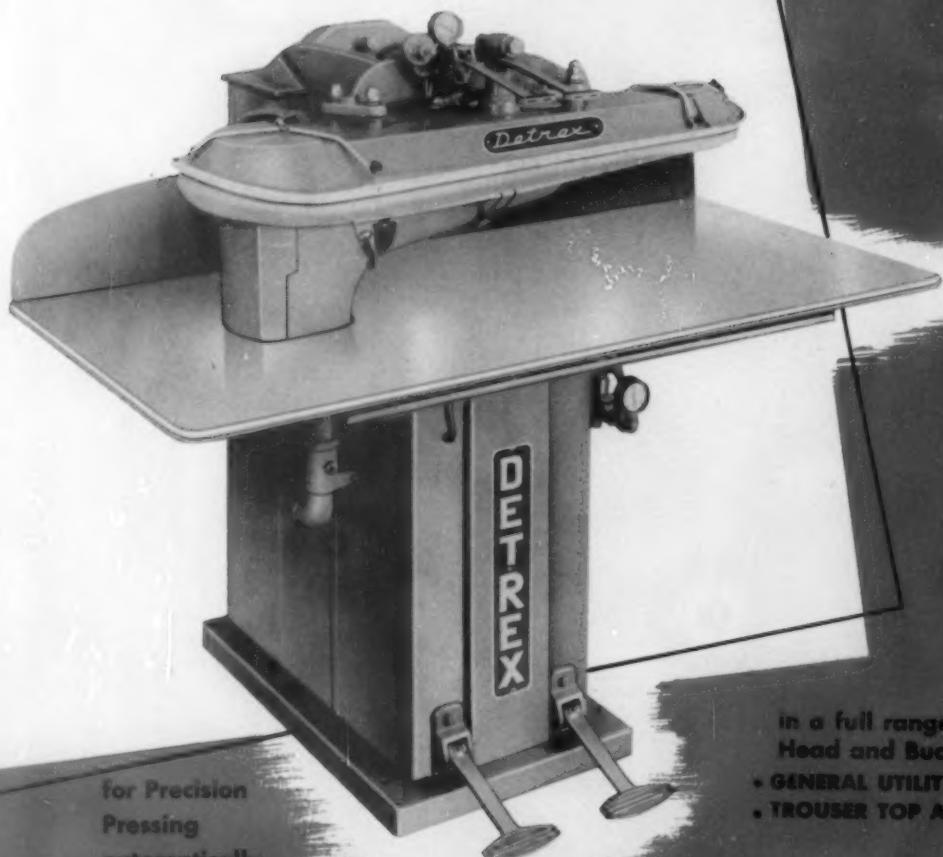
*has
done
it
again!*

**...this time OFFERING you
more profitable finishing!**

Now — A NEW
The NEW

DETREX

AIR-OPERATED
DRYCLEANING PRESS



for Precision
Pressing
automatically

in a full range of
Head and Neck Designs
• GENERAL UTILITY • MUSHL
• TROUSER TOP AND LEGGER

Long awaited...now the

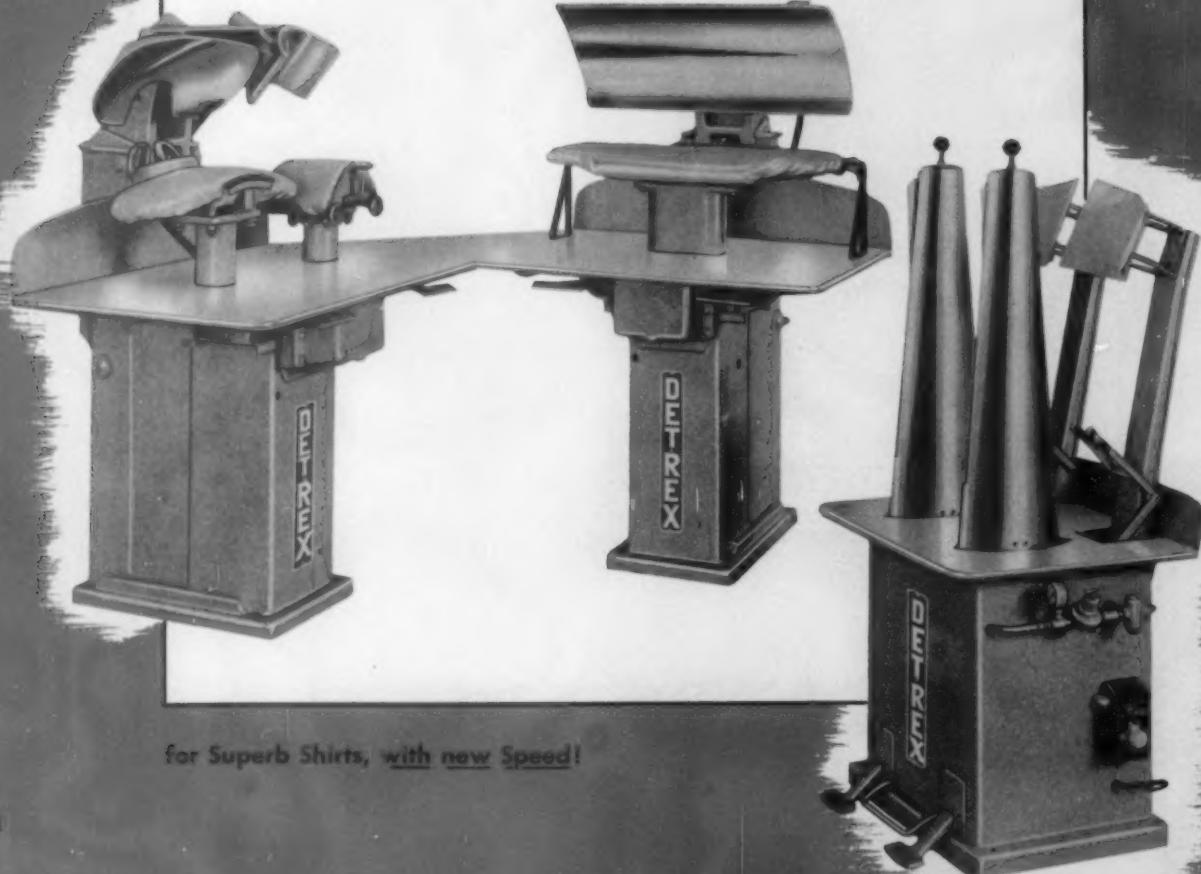


DAY OF LOWER COSTS . . .

The NEW

DETREX

ONE-GIRL SHIRT UNIT



for Superb Shirts, with new Speed!

best... BACKED BY TRADITIONA

... FINE R QUALITY WITH ...

The NEW

DETREX
FOOT-OPERATED PRESS
FOR THE DRYCLEANER



in a full range of
Head and Buck Designs

- GENERAL UTILITY • MUSHROOM
- TROUSER TOP AND LEGGED

WRITE, PHONE OR WIRE
YOUR DETREX DISTRIBUTOR
FOR FULL DETAILS!

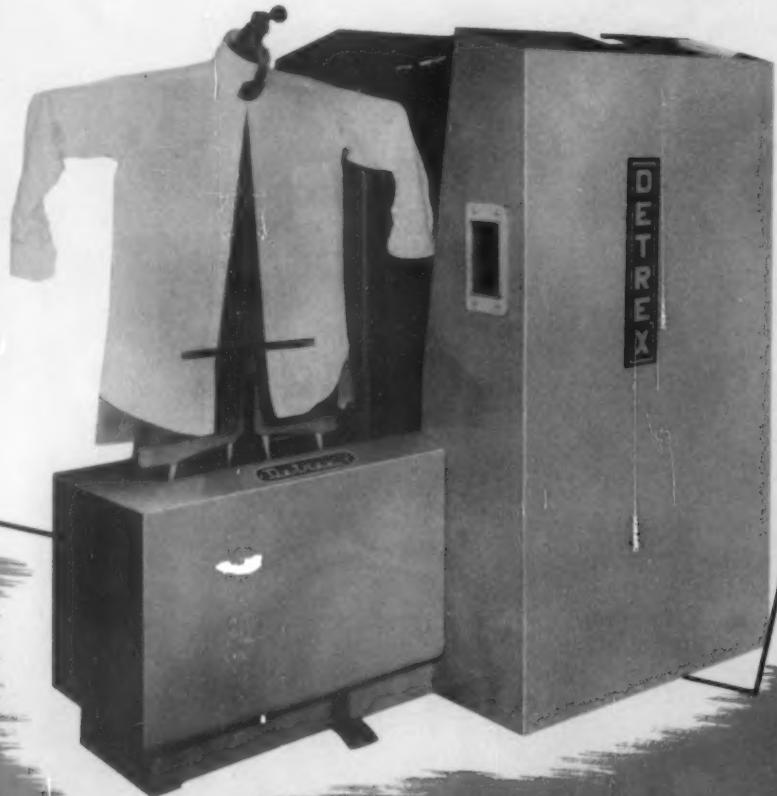
AL **DETREX** DEPENDABILITY!

IT'S HERE!

The NEW

DETREX

**CABINET BOSOM PRESS
AND
NEW CABINET SLEEVER**



**SEE THEM AT YOUR
DETREX DISTRIBUTOR**

DON'T MAKE A
DECISION 'TIL YOU'VE
CHECKED YOUR

DETREX

DISTRIBUTOR

Features such as these

- TABLE TOPS with lifetime plastic coating — heat, scratch, stain resistant and snag-proof
- even-pressure head
- wrap-around enclosed frames
- easy-to-learn operation
- fast, easy pressing action

MEAN MORE PROFITS when you decide DETREX is the complete line for your plant.

Phone or write today:

DETREX CHEMICAL INDUSTRIES, INC.
P.O. BOX 501, DETROIT 32, MICH.



GADGETS and GIMMICKS

Storage Space for Zippers



Plywood board mounted on the wall has been found a convenient way to store the extra supply of zippers at L-Nor Cleaners, Mount Prospect, Illinois.

Zippers are tied in bundles according to length and color. They are hung with string from metal hooks spaced across the top of the board. The wall unit accommodates over 250 types of zippers. It is located next to the sewing table. This makes it convenient for the alteration lady to reach for a zipper without rummaging through the table drawer looking for the correct size and color.

Two Birds With One Stone



When Stero Cleaners of Buffalo, New York, rearranged its plant layout by adding a shirt unit and some automatic conveyors, a small snag turned up.

The tailoring department and the marking department had to be moved

up front toward the call-office area because of the new layout. The two departments were now opposite the entrance to the call office. Since the change came about during the winter months, employees in these departments were getting the cold blast of air when customers entered the plant.

Harold Erenreich, one of the plant-owners, set about finding some way to ease the problem. At the same time he felt it was a good idea to close off the tailoring and marking areas from the customer's view since these operations are not overly attractive and can be disorderly at times. He also considered the fact that during the hot season persons working in these departments would welcome the fresh breeze brought through the open doors.

Mr. Erenreich hit upon the louvered slats that now lend an attractive note to the call office. Contacting a local carpenter he got estimates on slats of wood to be placed behind the call-office counter. Seven slats at \$75 were built for one section and five for a rear section at \$85. The slats were painted in an array of colors giving a rainbow effect.

Each slat was hinged with pegs at both the bottom and top to give the employees freedom to open and close the partitions to any degree they wished depending on the weather. At the same time the partitions serve as curtains for the work going on in the two departments.

All Tied Up

In opening his new shirt department, John J. Reardon of Reliable Cleaners in Harrisburg, Pennsylvania, bought two storage racks for use in his assembly department. One of the two racks, which held 20 orders, was placed against one wall. The other, a 16-order rack, was placed at right angles to the larger rack.

But a problem arose in the use of the two racks. The girl assembling the orders found that the smaller rack would not stay in place, being supported by small wheels. Whenever a shirt was placed in a bin the rack would start rolling away.

As a solution, heavy rope was intertwined between the two racks and then knotted. The larger rack, being against the wall, kept the smaller rack in place and the problem was solved.

Shockproofing Baskets



The annoying problem of static shocks caused to employees when unloading baskets has been simply eliminated at Thrift-D-Lux Cleaners in Los Angeles, California. In the photograph general manager Dan Kreitzer demonstrates how employees are taught to ground canvas baskets. The neck of a wire hanger is hooked over the metal basket rod, and the employee stands on the hanger cross-piece to insure good contact with the concrete floor.

All large baskets are ordered with V-cut sides so that shorter-legged employees can reach into the bottoms without undue strain.

Folding Board Aids Quality



To produce a quality service, S. F. Fredrick of Fredrick Cleaners, Los Angeles, California, feels it is necessary to press all trouser seams. To save space and make pressing convenient, he hinged a thinner board to the wall just over the main board. The smaller of the two can be tilted up and out of the way, thus making room for other pressing.

Another gimmick used by Mr. Fredrick is the step-stair bottle rack shown in the background of the picture. Used for spotting supplies and located at the end of the spotting board, the step shelves make it easier to see and grasp a bottle without fumbling over the others.

Continued on page 26



"Lipstick loads clear up fast with TarGo®"

Says **GEORGE MARSAC**
MANAGER, DRYCLEANING DEPT.
STAPLETON SERVICE LAUNDRY
STATEN ISLAND, NEW YORK

"Lipstick loads are always a headache," says Mr. Marsac, "but, fortunately, we can always clear them up fast with Wilson's TarGo. We run fresh solvent into the wheel at a low level and add about a quart of TarGo for every 20 gallons of solvent. Then we run the load for 15 minutes with the pump off and that's the end of our lipstick problem."

As manager of a drycleaning operation that is widely known for its production efficiency and quality work, Mr. Marsac uses TarGo because he knows that you have to use the best products to get the best results. Take a tip from him and order a bottle of TarGo from your jobber today.

A. L. WILSON CHEMICAL CO., Kearny, N. J.


Stain Removers **are our only business**

if
you
have a
LINT
problem!



your **TUMBLER** needs the new
D-LINTER
Static Grounding Device

Patent Applied For

Removes Lint — Reduces Fire Hazard

Actual field tests have proven the D-LINTER is up to 95% effective in removing troublesome lint caused by static electricity. The D-LINTER removes the static electrical charge generated inside the cylinder. It's simple to install and ground to a water line.

**First Time Offered
At Only**

\$12.50

EACH

Complete with 8 ft. ground wire, ground clamp, 2 attaching screws and detailed simple installation instructions.

***Ask Your Dealer**
MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

450 N. SENECA

WICHITA 12, KANSAS

The Home of Adjusta-Forms

Continued from page 23

Unusual Rack Supports



An unusual way of supporting storage racks for finished garments is em-

ployed by Odorless Cleaners, Carlsbad, New Mexico. The system does away with ceiling supports.

A 2-inch-pipe framework, along the aisle leading from the office to the finishing department, is supported at either end by lengths of 2-inch pipe to the floor. Supporting pipes for other parallel garment racks to the left of the line of garments are fastened into the wall at the left of the picture, with lag screws. Goosenecks welded to the side of this outer frame support the express rail shown coming from the finishing department to the rear.

By using this setup Odorless eliminates overhead obstructions and re-

duces shadows. The 2-inch-pipe support also lends a neater look to the plant.

Table Helps Assemblers



This lightweight table is a great asset to the girls in the assembly department of Virginia Cleaners at Berkeley, California. The light pipe legs and casters make the unit completely portable. A piece of plywood atop the leg braces near the floor makes a handy rest for waste receptacles.

A pair of parallel coil springs across the top of the table securely hold the invoices. There is the slightest amount of tension on the springs for extra security. A drawer under the counter top provides storage space for incidental supplies.

Chutes Speed Work



Portable loading and unloading chutes from washers to extractor save plenty of space and eliminate manual lifting in the cleaning room at Esquire Cleaners, Chicago, Illinois. About a year ago plantowner Greg Gyann constructed two trays of sheet metal. They measure 5 feet long by 3 feet wide and are connected to the pulley with metal supports. Ends were curved to fit the extractor when in use.

Conveniently located over the washers and extractor in the cleaning room, the chutes can be easily raised or lowered as needed. Materials and labor costs ran approximately \$150 for the two chutes.

**Save dollars on every load
with Spix double-action NO-LINT
STOPS LINTING AS IT BRIGHTENS**

It pays to use NO-LINT on every load!

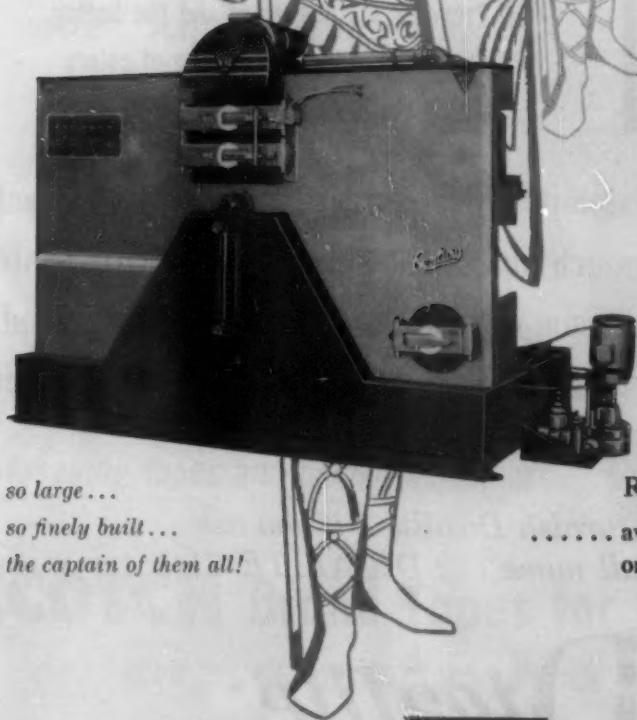
Call your Jobber Today
or write to
Spix PRODUCTS COMPANY
119 Dahlem Street
Pittsburgh 6, Pa.

**FREE NO-LINT SPRAYER
WITH YOUR FIRST ORDER
OF SIX 8 OZ. BOTTLES**

now your
choice
of 3 sizes...

C E N T U R Y

100 lbs. per load
70 lbs. per load
60 lbs. per load



so large...
so finely built...
the captain of them all!

Here it is—the huge, magnificent VIC CENTURY—one of the largest dry cleaning machines in the world for synthetic solvents—fully automatic—and now, available in your choice of 3 capacities. The largest—100 lbs. per load; the next size—70 lbs. per load; the next, 60 lbs. per load—each one massive, rugged, built for heavy duty—yet each one precision-designed to respond swiftly and proudly as a Roman soldier!

.....available in single
or two bath systems.

A free booklet on VIC'S CENTURY
awaits your command...
Dept. NJ-302

dedicated to helping
your business grow



MANUFACTURING COMPANY

1313 HAWTHORNE AVE. • MINNEAPOLIS 3, MINN.

SALES AND SERVICE IN ALL PRINCIPAL CITIES

Dicalite 7



The only Diatomite
filter powder that does
2 jobs at once for you

- 1 Filters solvent sparkling clean.
- 2 Prevents static buildup and the linting,
dusting, graying and dulling of colors
which static causes.

Dicalite 7 is a top-quality diatomite filter powder—none better—treated by an exclusive Dicalite process which makes the solvent conductive. It stops static, filters solvent (either petroleum or synthetic) brilliantly clear, and in the charged system it does not cut the charge. No other filter powder is like Dicalite 7 or will do for you what Dicalite 7 does.

*Your supplier will furnish Dicalite 7 if you ask
him for it by its full name . . . DICALITE 7!*

Dependable
GLC
GREAT LAKES

Dicalite
DIATOMACEOUS MATERIALS

Dicalite Department, Great Lakes Carbon Corporation
612 So. Flower St., Los Angeles 17, Calif.

2 tape ways to speed work, save money



1 Mark flaws and spots

**with "SCOTCH" No. 246
Colored Tape**

Sticks at a touch to fabrics . . . removes easily . . . no adhesive residue. Comes in four bright colors — red, green, blue, yellow. Use one color for marking loose buttons, tears, etc., another for "spotting". Speeds work flow, saves re-examination and rehandling time.

2 Attach invoices with "SCOTCH" Transparent Cellophane Tape

Here's the neat, quick way to attach invoices to garment bags and packages! Single strip of tape, applied across top corner of ticket, prevents loss of ticket, eliminates pinning or stapling. Ticket is easily removed without damaging bag.

*See your supplier today for these
work-saving tapes and handy dispensers*



REG. U. S. PAT. OFF.

SCOTCH Brand Tapes for the Cleaning Industry

The term "SCOTCH" is a registered trademark of Minnesota Mining and Manufacturing Company, St. Paul 6, Minn. Export Sales Office: 99 Park Ave., New York 16, N. Y. In Canada: P. O. Box 787, London, Ontario.

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW



M8-405

UNIPRESS

Comet

PROVIDES FOR
YOUR FUTURE
SHIRT FINISHING
BUSINESS...

TODAY

a one girl unit producing 30
quality finished shirts per hour.

TOMORROW

a two girl unit producing 50-60
quality finished shirts per hour.



... a more profitable future
without adding a single new piece of equipment!

The easiest, most practical way to a profitable shirt finishing future ... the UNIPRESS COMET ONE OR TWO GIRL SHIRT FINISHING UNIT! The UNIPRESS COMET keeps pace with your shirt finishing volume. It doubles production ... simply by adding another operator. NO ADDITIONAL EQUIPMENT INVESTMENT IS NEEDED. No rearrangement of equipment is necessary. Floor space is better utilized.

And the COMET UNIT not only adapts itself to greater volume ... it helps to build it! Shirts are quality finished to assure repeat business and win new customers.

Send the coupon today and discover how the UNIPRESS ONE OR TWO GIRL COMET SHIRT FINISHING UNIT can fit into your future.

THE UNIPRESS COMPANY
2814 Lyndale Avenue
Minneapolis 8, Minnesota

Please send full information on the new UNIPRESS
COMET ONE OR TWO GIRL SHIRT FINISHING UNIT

Name.....

Firm.....

Address.....

City..... Zone..... State.....



FINER FINISHING FASTER WITH...
THE **UNIPRESS** Company
2814 Lyndale Avenue
Minneapolis 8, Minnesota

Success story

Here is a success story which has no parallel in the drycleaning industry

INVENTED IN 1952

In 1952 automatic moisture control was an unheard of technique. In March of that year Street's Dr. Mathews read his paper to the delegates in attendance at the national convention of the American Chemical Society. His research on micelle structure in hydrocarbon solutions led to the invention and perfection of STREET'S ELECTRONIC CONDUCTIVITY CONTROL UNIT.

INTRODUCED IN 1953

Street's introduced CONDUCTIVITY CONTROL to the industry at the NID National Convention in 1953.

There followed a spontaneous response which represented one of the most overwhelming votes of confidence ever witnessed in American industry. Expressing complete confidence in the integrity of Street's research staff, and the responsibility of Street's management, over 2000 cleaners purchased a revolutionary apparatus sight unseen, with only the reputation of the manufacturer to guide them.

This is all the more amazing when considering that before becoming eligible for CONDUCTIVITY CONTROL each plant was requested to convert to the 2-Bath method, so that all garments could be rinsed in distilled solvent.

CONFIRMED IN 1954

The following year, 1954, Street's utilized the facilities of NID, where a research fellowship was conducted over a period of three months. The results of this fellowship, reported in NID Bulletin F-14, confirmed the results reported by the 2000 pioneers.

The combination of 4% 886, CONDUCTIVITY CON-

TROL and a separate distilled rinse later became identified as the MYCEL PROCESS, now recognized as the mark of distinction for drycleaners.

5000 USERS BY 1956

Having stood the scrutiny of the NID fellowship, and having proven its practicability in over 2000 first-year installations, CONDUCTIVITY CONTROL was then ordered by thousands of additional cleaners for use in the 2-Bath method. By the close of 1956 over 5000 installations had been made, and in four short years an industry was revolutionized.

These 5000 alert plantowners were not impressed with the many fantastic short-cuts offered as substitutes. The claims for no distillation, no separate rinse, no automatic moisture control and greatly reduced concentrations of detergent failed to influence these 5000 thoughtful operators.

SUCCESS PROVEN IN 1957

Today the success of the MYCEL PROCESS is more in evidence than ever before. Those who have had extensive practical experience with the MYCEL PROCESS are more than ever convinced that (1) *automatic Conductivity Control is essential to uniformly safe water-soluble soil removal*; (2) *that a 4% charge cleans better than a dilute charge*; (3) *that Formula 886, even though dark in color, produces whiteness retention which is definitely superior to any of the light colored detergents*; (4) *that a separate rinse provides the only sure way of preventing streaks and swales when using a concentrated charge*; (5) *that there is no substitute for distillation, and that distillation of a rinse bath, instead of the charged bath, provides the only means of using a concentrated charge with a detergent cost of less than 50c per hundred pounds of garments cleaned*.

YES, the development of the MYCEL PROCESS with CONDUCTIVITY CONTROL, and its acceptance in over 5000 of America's leading plants, tells a success story which is unprecedented in the drycleaning industry. Others interested in the MYCEL PROCESS may enlist the services of one of Street's 50 highly trained technicians. Write to R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, U.S.A.

EDITORIALS

Convention Time

There are two meetings coming up these next two months that all cleaners should make every effort to attend. The first is the annual convention of the National Institute of Drycleaning, to be held at Miami, Florida, January 15-18.

The other is the Diamond Jubilee convention of the American Institute of Laundering, to be held in Chicago, Illinois, February 26-March 1. There are many reasons why you should go to both shows.

First, the NID sessions will be devoted completely to the problems, and their answers, that pertain to the drycleaning industry exclusively. Those who attend will pick up some profitable pointers on merchandising, training and quality.

These are the three keys to continuing success for cleaners in the tough competitive year ahead. You will hear proven ideas that can turn an otherwise mediocre year into the greatest in your company's history. The program lined up is the best one yet. On top of that, there are the wonderful Florida weather and sports to be enjoyed. It is truly a sugar-coated educational program.

Similarly, the AIL exhibit show is a must for all progressive cleaners. While the lectures will be related to laundry, this is the only chance for cleaners to see equipment displayed this year. And much of that will be the latest in drycleaning machinery. With the great interest in shirt laundering today, it will pay you to study the newest presses and washers available for your own expansion or replacement program.

Our next issue will include a floor plan of the convention hall to help you locate the manufacturers and equipment of special interest to you. Our sister publication, *Starchroom Laundry Journal*, will have a booth and our editorial staff will be in attendance. We will be glad to see old friends and greet our new readers. We hope to see all of you, both in Miami and Chicago. Make your reservations now.

Forecast

Over the past several years we have brought you predictions of the industry's status for the ensuing year. In our February issue you will find the outlook for 1958 as it appears to the directors of the National Institute of Drycleaning.

Our own prediction is that the industry will grow about 3 percent in the next 12 months. Last year saw a population increase of two million people. The country's gross national product and disposable income are up over 1956.

That 3 percent figure is the *average*. Cleaners who produce quality work with good service and advertise that fact will beat those figures. Those who don't will be lucky to stay even.

Edward B. Wintersteen, Executive Manager

Arthur F. Schuelke, Editor

Lou Bellew, West Coast Editor

Gerald Whitman, Richard Vinocur,
Associate Editors—New York

Harry Yeates, Associate Editor, Chicago

Galina Terr, Managing Editor

Rollin Nelson, Presentation Editor

Joseph C. McCabe, Engineering Editor

Louise Mazza, Adrian Radmore, Editorial Assistants

Thomas J. Hanly, Business Manager

Muriel E. Poulos, Assistant to Business Manager

Frank L. Mack, Circulation Manager

John J. Martin, General Advertising Manager

Edward W. Korbel, Advertising Director

Richard M. Copeland, Midwestern Advertising Manager

Kenneth R. Harris
Midwestern Advertising Representative

Hugh Hollyday, Los Angeles Representative

Dave Zander, Los Angeles Representative

William Smith, San Francisco Representative

Catherine A. Carroll, Production Manager

VOLUME XLIX, NO. 1.

Published monthly by the Business Papers Division,
The Reuben H. Donnelley Corporation, 305 East
45th Street, New York 17, N. Y.

David L. Harrington, Chairman of the Board; Gaylord Donnelley, Vice-Chairman of the Board; Curtis E. Frank, President; Albert M. Anderson, Executive Vice-President; Donald R. Arnold, Operating Vice-President; Harold P. Harper, Hamilton B. Mitchell, Giles B. McCollum, Noble Hall, Evert F. Nelson, Edward A. O'Rourke, Schuyler D. Hostett, James H. Evans, Vice-Presidents; Fred C. Ash, Secretary-Treasurer and General Counsel; Karl G. Clement, Controller.

New York Executive, Editorial and Advertising Offices, 305 East 45th Street, New York 17, N. Y. Telephone: ORegan 9-4000.

Chicago Editorial and Advertising Offices, 14 East Jackson Boulevard, Chicago 4, Illinois. Telephone: WEster 9-5285.

West Coast Editorial Office, 4743 Collins Avenue, Los Angeles 32, California. Telephone: Clinton 7-4410.

West Coast Advertising Representatives: Smith & Hollyday, Russ Building, San Francisco 4, California. Telephone: EX-3722, and 5478 Wilshire Boulevard, Los Angeles 36, California. Telephone: WEster 8-0111.

MAKE PRESSES AND PRESSING **TWICE AS GOOD** faster... easier... at less cost WITH THIS *perfect PAIR!*

Fabric-Safe DOUBLE PLATE

SAFE FINISHING—ALL FABRIC

NO "HOT" AND "COLD" AREAS...
uniform heat and moisture
conditions every fiber of every
Fabric equally... none too
dry or too wet!

FASTEST WRINKLE-REMOVAL
AND SHARPEST CRESHING...
proper temperature and moisture
for easiest shaping and
setting of every lay!

STOP
90% OF
SHINE

TRUE-TEXTURE FINISHING
"Cat-Tongue" surface lasts as long
as the plate itself... lifts fibers
...keeps nap lively and natural!

SAFETY FOR ALL FABRICS
Temperature cool enough to
prevent damage to heat-
sensitive synthetics... hot
enough to avoid waterlogging!

FABRIC-SAFE DOUBLEPLATE

Utility sizes, 38" to 45" including *Mushroom*,
CO-5 Portable, 41" Pressway, 44" to 49.85
Mushroom sizes, including *Topper*, 41" to 49.85
"Legger," 43" to 48" Pressway, 47" to 52" Utility, \$21.85
"Legger," 43" to 48" Pressway, 47" to 52" Utility and Leggers, \$38.85

NEW

CUSHN'TOP

*BUK-COVER
& BUK-PAD



GIVES BUTTONS
AND SEAMS
A PLACE TO GO

GARMENT
CUSHN'TOP BUK-COVER
BUK-PAD

CUSHN'TOP BUK-PAD & BUK-COVER
SETS TO FIT ALL "UTILITY" PRESSES

MODEL 18-20 Mushroom or "Topper".....	per set	\$ 9.95
MODEL 30-41-42-45 Utilities.....		\$18.95
MODEL 43-48 "Legger," & 47-52 Utility		\$24.95

Special sizes made to order

F-L-E-X-I-B-L-E
SURFACE CONFORMS TO
PRESSING CONDITIONS

CUSHIONY SOFT
COVER

*PATENTED AND
PATENTS PENDING

**FREE... 12 PAGE
N.I.D. FELLOWSHIP
BROCHURE**

NATIONAL INSTITUTE OF DRYCLEANING
1100 SPRUCE, EASTON, PA.

GET YOUR COPY
of this vital data

NEW NID BULLETIN
GIVES FULL REPORT
OF LONG RESEARCH
IN PRESS FINISHING

Fellowship Study Analyzes
Results of Finishing with
Fabric-Safe and CUSHN'TOP

The Research Department of the National Institute of Drycleaning devoted many weeks to studying every phase of press finishing, including the effects of steam, pressure, temperature and moisture on pressing quality.

A panel of 6 judges, looking for comparative

accuracy, examined 40 coded sets of various

MAIL COUPON NOW!

BISHOP DAVID FREEMAN CO.
EVANSTON, ILL.

Send NID bulletin FI7

Ship FABRIC-SAFE doubleplates
through jobber named below.

QUANTITY	MAKE AND MODEL NO.
----------	--------------------

Ship CUSHN'TOP BUK Cover and Pad Sets
through jobber named below.

QUANTITY	MAKE AND MODEL NO.
----------	--------------------

SHIP TO (PLANT)

STREET

CITY

OUR JOBBER IS

JOBBERS' CITY

© 1957 B.D.F. CO.

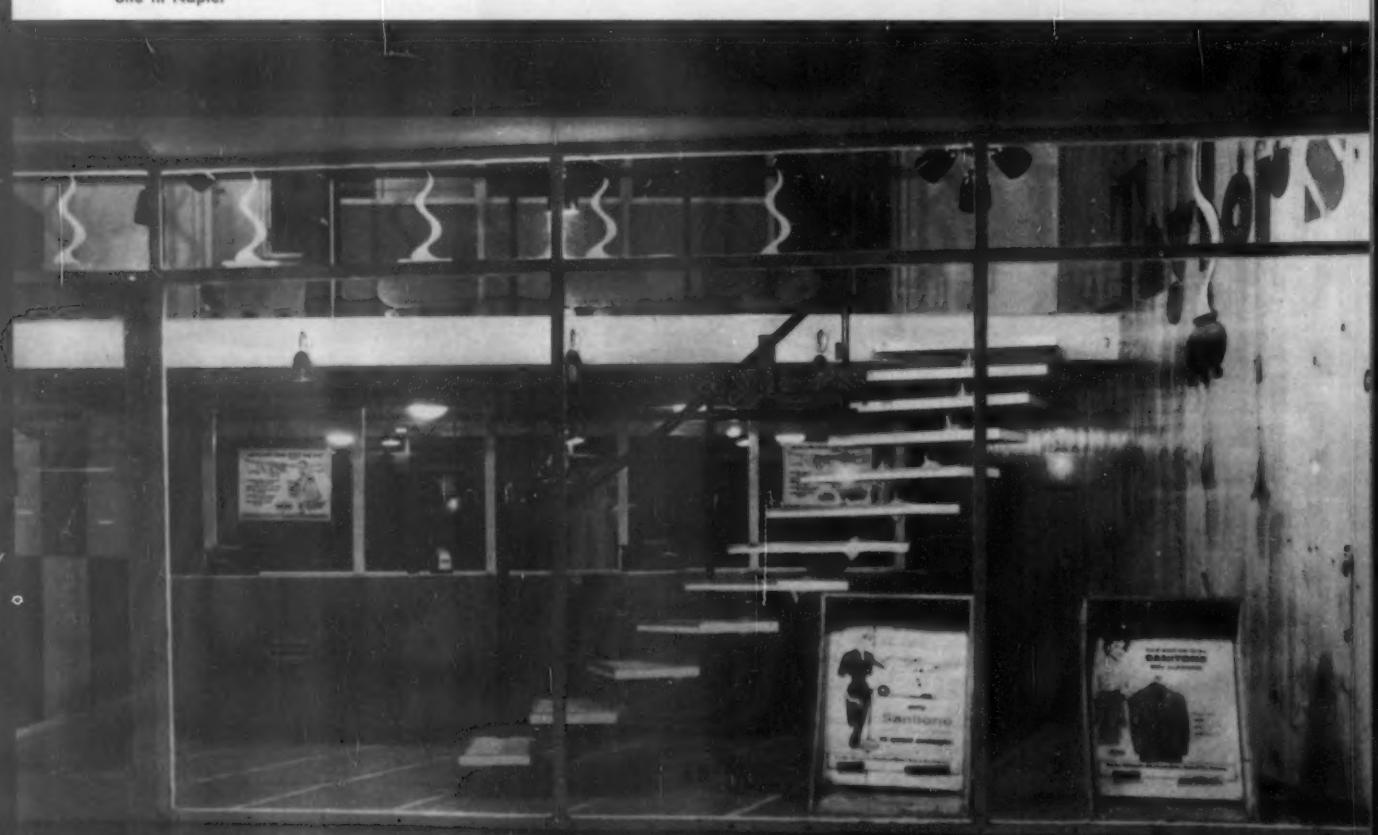
BISHOP DAVID FREEMAN CO.

MFRS. EVANSTON, ILLINOIS, U.S.A.



Traditional and modern contrasts add to fascination of New Zealand. Above: **Maori action** song in progress during concert in meeting house at Whakarewarewa, Rotorua

Below: Modern decor draws customers to the several plants of Harry Taylor. Open stairway to employees' balcony adds to attractiveness of this one in Napier



A Report on Drycleaning Halfway Around the World . . .

By ART SCHUELKE

PART II: NEW ZEALAND

WHAT IMMEDIATELY IMPRESSED me with New Zealand was the beautiful lush green of the countryside as seen from the air. Both Australia and New Zealand have one basically important commodity, grass. And that of New Zealand has a rich, deep hue unlike anything I have ever seen.

It is said that half of the people in Australasia live off the backs of the sheep, and that is literally true, thanks to the wonderful grazing. New Zealand has a little over two million people but it raises more than 40,000,000 sheep. Dairy products are another important commodity, and exporting of butter and cheese is a big factor in their economy.

I was met at the airport by still another contingent of cleaners, including Norman Naismith of New Zealand Cleaners and Ray Henus of Auckland Laundry Company. Also there was my very good friend, Harry Taylor of Wellington, who had driven several hundred miles to be on hand.

An informal reception and cocktail party followed at Norman Naismith's home that evening. Informal is the word, because that session finally ended around three in the morning.

There was a golf date lined up for Sunday morning, but after a brief sightseeing trip the weeks of traveling and meeting people finally caught up with me. The golf game was deferred in favor of a few hours in bed at the hotel to catch up a bit. Then, Sunday evening, there was a more formal party at the Naismiths, attended by the outstanding business people of Auckland.

The next day Harry Taylor and I drove to Wairakei, the convention town for the New Zealand conference.

It is in the center of the north island of New Zealand, in the heart of the thermal region. The Wairakei Hotel was one of the few I encountered on the trip that had central heating. This was supplied by nature, since the engineers have tapped the underground hot springs for the steam and water used for this purpose.

Speaking of engineering projects, one of the most interesting I ever encountered is the power development in this thermal region. The government has had a project under way for the past five years to tap the steam generated underground to operate a large electric power station. Wells are drilled for the superheated water, just as we might drill for oil. As this superheated steam emerges through large pipes it is channeled to a generating station for conversion to electric power. Only in one other place in the world, in Italy, is a similar undertaking under way.

Harry and I arrived in late afternoon, since our trip was delayed in Auckland by visits to the previously mentioned New Zealand Cleaners and the Auckland Laundry Company plants. In passing, let me say that the finest drycleaning operation I have ever seen, anywhere, was that of the New Zealand Cleaners in Auckland. Run by two brothers, Norman and Stuart Naismith, it is the epitome of good management, excellent workflow and impeccable housekeeping. A further story will be devoted to this plant in greater detail.

The balance of Monday was devoted to getting acquainted with the early arriving New Zealanders for the convention which opened the next day. On Tuesday morning, September 24, the registrants were welcomed by

How Do New Zealand Plants Compare With Ours?

FORTUNATELY, the dollar problem is nowhere near as acute in New Zealand as it is in Australia. As a result, American equipment, detergents and other supplies are widely used. . . . It is difficult to realize one is not in the States while in one of the cleaning plants there.

That is, except for the ever-present solvent odor. New Zealanders are also obliged to use foul-smelling petroleum solvent. . . . Within the past year they were given permission to buy perk and synthetic equipment. Each week sees more and more plants converting to this type of solvent.

The methods and techniques employed in New Zealand are American, whereas Australia seems to follow the British pattern. (Due perhaps to the difference in money exchange restrictions.) While New Zealanders have some bobtail and agency operations, they are nowhere near as prevalent as in Australia.

So far, in neither country have cleaners gone in for shirt operations. It will come about in a few years, I feel certain. . . . Most laundries offer weekly service, which makes them vulnerable. Their prices are comparable with ours.

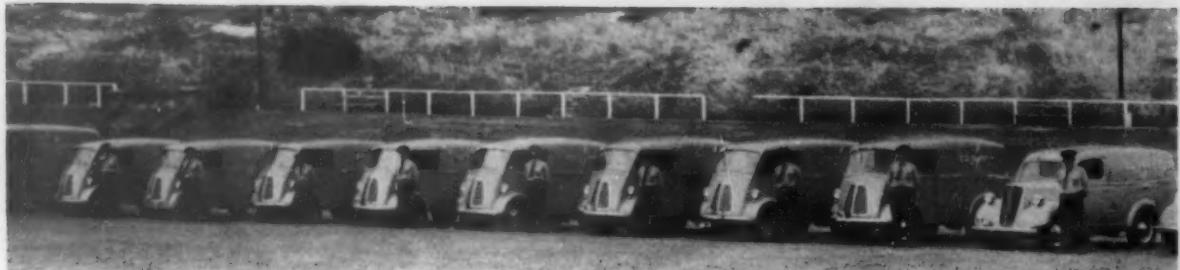
Drycleaning prices in Australasia are on a par with those of the states, too. . . . Labor is cheaper, on the other hand, but this is offset by high supply and equipment costs.

For example, very few plants use hangers or bags. Most orders are wrapped in kraft paper. Bags and hangers are so costly that their use would wipe out the profit completely, for most plants. . . . We don't know how lucky we are.

We are also fortunate so far as delivery of supplies is concerned. In both countries the cleaners have to wait months for everything. Three or four months is par for the course.

On the matter of assistance from the allied trades people, I never before realized how good we have it here. All the engineering advice, layout service, not to mention maintenance assistance, are pretty generally taken for granted by us. Overseas these luxuries are practically unknown.

Necessity has made plantowners "down under" pretty self-sufficient. In spite of the handicaps under which they operate, they produce quality and service as good as can be found anywhere in the world.



No beaters for this plant. Fleet of Taylors Ltd., Wellington, New Zealand, is company-owned. Note uniformed salesmen

R. Boord, member of Parliament from the district. An official photograph was then taken of the group, and I gave a talk on industry trends in America.

After lunch a panel discussed Institutional laundry problems. They talked about linen control and operational problems. An official cocktail

party followed. That night we were entertained by an amateur theatrical group from the nearby town of Reporoa.

The next two days of business sessions followed the general pattern of any typical American meeting. There was an excellent discussion by G. P. Grier on fuel efficiency in oil-fired boilers. Then Ian L. O'Hara talked on sales promotion. I covered sales control, and K. K. Sedgfield discoursed on laundry layouts. Steam trapping came in for its share of the meeting, thanks to R. W. Dingle.

Not much was overlooked. Even safety was discussed, by N. A. Dunsha. There were separate panel discussions for laundry and drycleaning and official business closed with my talk on the industry's fate in the coming year.

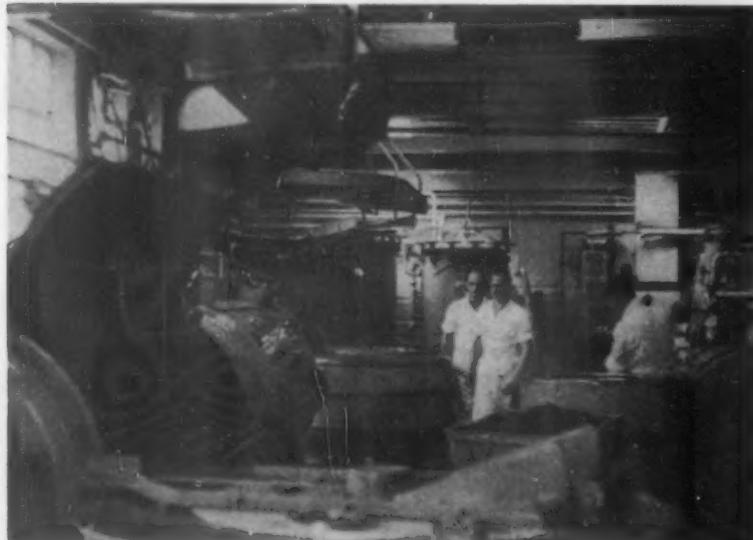
Sentimental send-off

On Thursday night the official banquet took place. After this occurred another event that I shall never forget. J. A. Higgs of Wellington, last year's president, and A. R. Hemus of Auckland, newly elected president, gave farewell messages. I was overwhelmed by their very gracious remarks about my contribution to the convention. On top of that, I was presented a scroll, elaborately lettered, making me an honorary Kiwi, or New Zealander.

I then received an autograph book signed by every one at the convention. And that wasn't all. They also presented me with a Moari prayer rug, with my name sewed on in block letters. The "rug" is like an auto robe, and is made of the finest New Zealand wool. I also received a Moari ceremonial hood, a very colorful cloth cap.

To top it off, the group sang "For He's a Jolly Good Fellow" and a couple other numbers, leaving me just about in tears. Like Elvis Presley, I was all shook up and could hardly thank them for their kindness.

On Friday a golf tournament was on the schedule, but I passed this up to motor to Napier and Hastings. These two cities are on the southeastern coast of the north island, some 90



Epitome in drycleaning for layout, housekeeping, management practices is New Zealand Cleaners in Auckland. Top view shows cleaning room, above spotting department. Good lighting, air conditioning, slickrails and excellent housekeeping are some of reasons this plant is best I've ever seen

Here is the better way
to solve your
selling problems!



The "PROFIT-MAKER"
*...the service that
lives up to its name!*



**Unique "Profit-Maker" service
removes all guesswork from merchandising!**

How does your '57 volume compare with '56? What share of your market do you serve now? Do you use newspaper advertising correctly? Should you use a radio program...or spots? Is TV a good buy for you? When is Direct Mail a good bet? How should you advertise against price competition? Can route men learn to sell more?

Answers to every one of these questions is supplied by this Profit-Maker service exclusive to all Sanitone licensees. It is Emery's way of helping the Sanitone Dry Cleaner meet successfully today's competitive conditions. Write to learn how you, too, can make profitable use of the Sanitone Program.

New! Zorro Costume Play Bags

help you reach mothers through kids. Sturdy garment bags have big, lifelike picture of Zorro—hero of the new ABC-TV show presented by Walt Disney Studios. Kids put 'em on to pretend they're Zorro. Donald Duck bags also available. Both exclusive with Sanitone licensees.

SANITONE Dry Cleaning Service

A Division of Emery Industries Inc. • Carew Tower, Cincinnati 2, Ohio



Typical New Zealand post office. This one in Hastings is operated by firm that was one of first to install synthetic cleaning in the country

miles from Wairakei. But what a 90-mile drive! It is dirt road, over three mountain ranges. In several spots the road is only single lane, usually near the very summits. Quite breathtaking.

Harry Taylor and I visited plants he owns in these two cities, then went on to Wellington where he lives. We arrived there Saturday evening, and I stayed at his beautiful home which has a gorgeous view of Wellington harbor.

The first half of Sunday was spent sightseeing, taking in both the scenic beauty of this wonderful city and the drycleaning plants. In the afternoon there was a special tea, given by John Higgs. He invited the leading plant-owners of the area and their wives to his palatial home.

On Monday, September 30, there was a press conference, then a special luncheon in my honor sponsored by the Wellington District Association of Launderers, Dry Cleaners and Dyers. Among the guests was the Honorable E. H. Halstead, Minister of Industries and Commerce for New Zealand. I had the privilege of tendering him another scroll from our Secretary of Commerce, Sinclair Weeks, to the cleaners and launderers of New Zealand. After a short talk I was thanked by the group's president, R. A. Anderson, and given a beautiful pair of greenstone-and-gold cuff links.

That night Joan and Harry Taylor had a cocktail party for me, attended by close to 50 people at their home. Cocktail party! It started in late afternoon and lasted until about two the next morning.

The next day there was a 10-minute radio interview, which I understand

was later taped throughout the country over the national network of New Zealand. I also had an opportunity those last two days in Wellington to inspect several leading laundry and cleaning plants, including Hygienic Laundry, owned by Arthur Roberts and his brother, as well as Wellington Cleaners, operated by my friend, John Higgs. The last function attended in Wellington was another meeting on Tuesday night.

Scenery and socializing

Early the next day I flew to the southernmost city of any consequence in the south island of New Zealand, the lovely place called Dunedin. Incidentally, this flight includes a magnificent view of New Zealand's Alps, an outstanding mountain range. I must say that these people are hiding their light under a bushel basket. They have some of the most spectacular scenic spots to be found anywhere in the world. If American free enterprise had a whack at it, the country could become a tourist mecca. The same applies to Australia, too.

Dunedin is largely populated with Scots, hence its name. It even looks like Scotland. One of its leading laundry and drycleaning plantowners, Percy Wellington, met me at the airport. I was given a tour of the area, and the chance to visit two or three plants. Somehow or other, we found time to squeeze in another press interview before the afternoon ended.

This was followed by a cocktail party and reception attended by a dozen or more important businessmen in the city. The evening was spent at

the home of V. C. Preen, who operates a fine drycleaning business in Dunedin.

The next morning, Thursday, October 3, Percy Wellington drove me on the first leg of my journey north to Christchurch. En route we stopped for tea at the plant of G. Martin in Oamaru. We arrived at Timaru in time to have lunch with J. Preen and A. R. Woods, who own plants in that city. I then inspected Mr. Preen's plant and was met there by Derek Taylor, son of Charles Taylor who operates Taylor's Cleaners and Dyers in Christchurch.

The two of us drove to Christchurch, arriving in the early evening. That night his brother Murray and wife Rona had a dinner party at their home. The next day included a noon-time cocktail party attended by some 20 plantowners and their wives. That night a complimentary dinner was given for me by the Canterbury and Westland Branch of the New Zealand Federation of Launderers, Dry Cleaners and Dyers.

Saturday, October 5, was my departure date from Christchurch. But before I left I inspected the plant of Kay Mortenson who runs the Nu-Way Cleaners, to add to those of the other two or three plants seen in Christchurch. That afternoon a contingent of cleaners saw me off at the airport as I left for Auckland once more.

The plane landed at Auckland airport in late afternoon, where my friend, Ray Hemus, met me. After checking into the hotel, we went to his home for a farewell cocktail party, followed by a dinner attended by other cleaners. Among them were Norman and Winnie Naismith, who treated me to dinner at their home the next day just before I left for America.

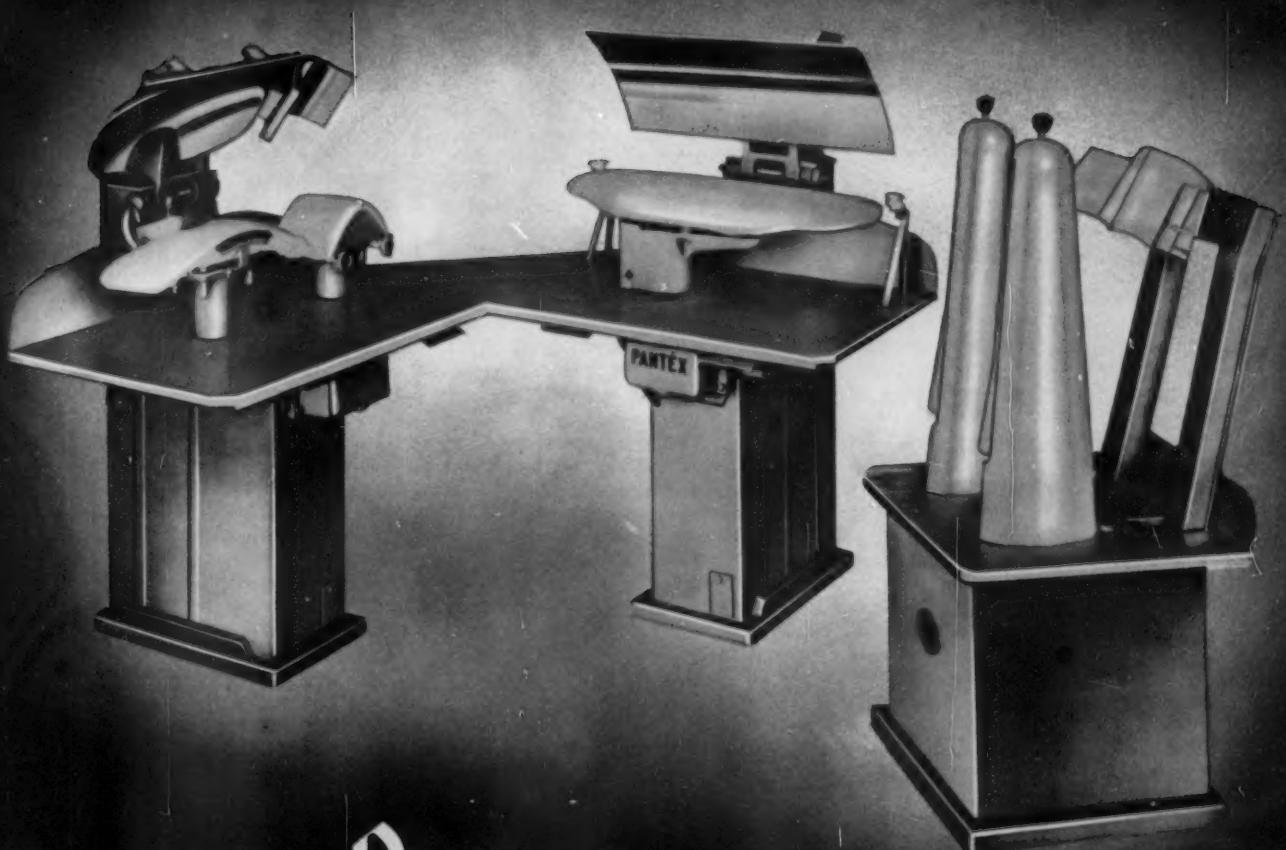
On Sunday afternoon I boarded a Pan-American flight which took me to Nandi, Fiji Islands, once more. There we transferred to another ship for the long flight to Hawaii, with a stop at Canton Island on the way.

I had promised myself some time in Honolulu. I stopped over for two glorious days to rest, catch my breath and reflect on the wonderful things that had happened during the four whirlwind weeks just passed.

As I write this, many weeks after my return home, every moment of the trip is crystal-clear in my mind. I shall never forget the warmth and hospitality of the wonderful people of both countries and all they did for me. I have never seen cleaners so eager for information, for ideas on how to improve. I only hope I was able to leave them with some suggestions to at least partially repay them for their overwhelming kindness. # #

NOW is the time—

to build your volume
and make more money!



WITH A **Pantex** 1-GIRL SHIRT UNIT

HERE'S HOW—You can build day-in and day-out drycleaning volume—IF you do shirts—and, IF you do shirts properly with a Pantex One-Girl Unit.

HERE'S WHY—Simplified, trouble-free operation. Operators can do *more* shirts with *finer* quality on a fast-service basis. Check your Pantex representative—find out why you should invest in *nothing less* than a Pantex One-Girl Unit.



Pantex

PANTEX MANUFACTURING CORPORATION
PAWTUCKET, RHODE ISLAND

A Tribute to "MISS MIKE" . . .

For 30 years a diligent worker for the drycleaning industry

TO PAY TRIBUTE to a person as loved and respected as Miss Edna M. Michelsen is not an easy task. Sifting and sorting the various praises awarded her by so many friends is a job in itself. But we would like to thank "Miss Mike," as she is affectionately known, for the great services and heart-warming loyalty she devoted to building up both the National Institute of Drycleaning and the industry as a whole.

So here goes, hats off to our Miss Mike.

Born in Los Angeles, Miss Mike reversed Greeley's advice and "went East" in 1918 to work as a clerk for the Government Bureau of Standards. She looked through the papers for a place to stay and came up with an ad for a "California-type bungalow" in Chevy Chase, Maryland, a suburb of Washington.

She took the room and soon became a member of the Robert Kirchmyer family. In fact, she was there nearly 40 years, which is a story in itself. When she came young Bob Kirchmyer, now a lawyer and an appliance distributor in the Washington area, was but 10 years old. She stayed there while he grew up, married and raised six children of his own, aged four to seventeen.

When the building of the present Institute in Silver Spring was completed in the fall of 1927, Miss Mike was asked to come along by the late C. C. Hubbard, the school's first director of education. Officially she was the school's registrar. Unofficially, her duties were many and varied.

Probably the two men who were closest to Miss Mike's work at the Institute were George P. Fulton, current general manager of NID, who has been there since 1934, and Ross A. Wright, an instructor in all phases of finishing in the general course. Mr. Wright, who joined the Institute before the second World War, has been elected by the Alumni Society to succeed Miss Mike as secretary-treasurer.

Mr. Fulton remembers Paul Trimble, former managing executive of NID and former editor of NATIONAL CLEANER & DYER, saying that Miss

Mike was the best secretary he had ever known.

But Mr. Fulton feels that she was more than a good secretary. She was an excellent writer with a clear style, besides being a real scholar with a complete command of the English language.

Because she was so adept at putting ideas in the written word, the Institute decided to capitalize on her capabilities by recruiting her to help edit all of the text books published by the NID. This entailed night work and meant translating speakers' lecture notes and drycleaning shop talk. But Miss Mike always came through.

Mr. Fulton was also impressed with her artistic sense, particularly her ability to construct scale models and design attractive posters. As an example of her talents, Miss Mike designed the first exhibit booth the Institute ever displayed to a national convention. Until her retirement she was in charge of the NID display booth and always did the bulk of the work of designing it.

She was also in charge of a mat advertising service the Institute once had and she was in charge of the field service. Somehow, Mr. Fulton recalls, things always got started from her office.

Graduates' friend

Ross Wright can look back on Miss Mike's influence and is reminded that it was she who got grads jobs when they were unemployed and it was she who wrote letters of encouragement when the going got tough during depression days. Ross also remembers that when World War II broke out and many grads went into the service, the Institute's first lady personally wrote all the servicemen. Most of them wrote in return. But as the number of men in the armed forces increased, it became difficult for Miss Mike to write individual letters. So she initiated a news letter which she edited. The latter told about others in the service, giving their names, their regiments, APO numbers, fleet numbers, etc. It was through these let-

ters that the servicemen received from Mike that they often were able to get together with fellow grads for a very happy reunion.

Mr. Wright says that Miss Mike still keeps up her correspondence with students and grads and her enthusiasm for the Alumni Society has been swelled since her departure from the Institute. She is now secretary of the Pi Chapter in the Los Angeles area.

But Miss Mike's energy didn't stop with the Institute work. She had an active social life, particularly among the members of the Bethesda-Chevy Chase Zonta Club, a professional association of women holding executive positions in business. It is the equivalent of the Rotary Club. For the past two years Mike had been president of the local Zonta. And one loyal member said that if she hadn't moved to the West Coast, they would have elected her president forever. Mike was as popular there as she was at the Institute.

As a type of climax to her tenure at the Institute, Miss Michelsen, as the Institute's historian, prepared and wrote a 50-year history of the NID, entitled "Remembering the Years—1907-1957." The book was distributed to the thousands who registered for the Golden Anniversary Convention of the National Institute of Drycleaning held last year at Atlantic City. The 300-page history book traces the growth of the NID and the industry it serves. The book's 70 illustrations show scenes from the NID's early history to the present buildings and the modern facilities that have been added.

Since Miss Mike had never written a history before, *Stripe*, NID publication, asked, "How did you go about it?"

Whereupon Miss Mike replied, "I just read everything I could. All the yearbooks of the National Association, the early publications on drycleaning, the managing executives' reports, technical bulletins, trade journals, old *Reporter* bulletins—everything!" It was typical of Miss Mike's thoroughness.

And so Miss Mike has left the ranks of the Institute to go back to her West



Miss Mike at work on her recently published book, "Remembering the Years—1907-1957"

Coast birthplace. She has equipped her apartment in Los Angeles on a do-it-yourself basis and it is really quite attractive, reported Jack Ireland, Alumni Society president, after a recent visit. The television set which was given her in 1956 by the Alumni Society occupies a prominent place in her scheme of living. Jack found she was delighted with the fact that she was just like a drycleaner now.

She boasted, "I'm on the mailing list at NID and get all their bulletins and publications. I also get many of the trade journals."

Future looks rosy

And what is Miss Mike's reaction to retirement? At a recent party held for her on her way to Los Angeles by Dick and Marge Kelley of Melody Cleaners in Oklahoma City she was asked, "Aren't you going to find it hard to retire?"

Quick on the trigger, as always, Miss Mike retorted, "Well, I'll tell you. I woke up this morning about 8 o'clock, fixed my breakfast, read the morning paper, then listened to TV and wrote some letters, and it didn't bother me a bit that the Kelleys were up at 5:00 a.m. and off to work. So I don't think I will have too much trouble retiring."

We don't think so either, Miss Mike. Best of luck! # #

How a Few of Her Friends Feel About "Miss Mike"—

"I sincerely believe without the efforts and the time spent by Miss Mike in the early days of our NID Alumni Society, it would not be what it is today . . . She was a mother to all . . . She will be remembered and missed by more members of our industry than anyone ever connected with it."

. . . Al Fligor, Lang's Dry Cleaning, Chillicothe, Ohio

"Many times I'd bring in a visiting parent of a student and she'd amaze them both (the student and the parent) by telling little items about their son that meant so much to the parents."

. . . John Ireland, Caled Corp., NID Alumni President, Washington, D.C.

"All I can say about Mike is that I've never heard her make an unkind remark about anybody, and she can always see the good side of people and things. She loves children and I know my children love to have her around. I've never known anyone so thoughtful or sincere. She has a way of making you feel 'special'."

. . . Mrs. John P. Gray, Kansas City, Missouri

"I'll always remember the hours, days and nights that Miss Michelsen spent in keeping every NID graduate working during the 'dark days' of 1930, 1931, 1932, 1933 and 1934. Never at any time were there over eight names of graduates on her 'job list' and no one will ever know how much time, effort and hard work went into this 'seeing her boys had a job.' I know, because I was one of those boys."

. . . C. B. Kasson, Vice-President, R.R. Street & Co., Inc., Chicago, Illinois

"I only knew Miss Mike since August of '55 when I came to the Institute, but believe she is one of the most genuine persons I have ever had the pleasure of knowing."

. . . John J. Daly, Public Relations Director, NID

"We don't know of another person in our industry who is so loved and highly thought of as she is. She is indeed one in a million and we will always be grateful that we had the opportunity to know and to work with her and to be counted among her multitude of friends."

. . . Dick and Marge Kelley, Melody Cleaners, Oklahoma City, Oklahoma

"Miss Mike always thinks young and was always able to associate herself and talk that person's language. She was never too busy to do a favor even though you knew when you asked her she was extremely busy. She was always understanding."

. . . Virginia Wilder, General Office Supervisor, NID

"Regardless of how long any graduate was gone from Silver Spring, whenever he returned to visit her, Miss Mike would stand up and call him, without hesitation, by his first name."

. . . Judd Randlett, NID

"Students liked her because she was always helpful, sincere and was a genuine person. They would recognize this as soon as they arrived at the Institute and never forgot it . . . The Institute was mighty lucky to be able to be blessed with Miss Mike's services for 30 years."

. . . George Fulton, General Manager, NID

"Miss Mike was always a great humanitarian and she was more than a friend . . . If there is anyone who would exemplify the expression 'above and beyond the call of duty,' it certainly would be our dear Miss Mike."

. . . Ross A. Wright, NID

"She was more like a big sister to me. In fact, in many ways I could confide in her more than I could in my parents. She was always ready to pitch in and do everything that struck us as fun, such as going to movies on Saturday afternoons or sailing or anything like that."

. . . Robert Kirchmyer, Lawyer, Chevy Chase, Maryland

AGAIN ADDO IS FIRST
GIVING YOU YOUR CHOICE OF
1%-2%-3%-4% **CHARGE**
WITH
NORINCE!!

NO SWEETENER POWDERS,
NO DISTILLATION!

Addo's New Miracle Method

★★★ TRIPLE STRENGTH ★★★

"**BLACK MAGIC**"

SUPER ACTIVATED CARBON TEAMED WITH
XXX DRI-SHEEN DOUBLE
STRENGTH

NOW - any cleaner with present equipment can use **4% CHARGE - NO RINSE**

WORKS PERFECTLY WITH ALL CONDUCTIVITY-HUMIDITY CONTROLS!

HOW? ONLY ADCO'S MIRACLE METHOD OF CLEANING
can produce "the most gorgeous cleaning you've ever seen" . . . without
rinse, sweetener powders or distillation!

1. ONLY "BLACK MAGIC", Super Activated Carbon, CONTROLS completely the condition of your solvent in the filter without the use of sweetener powders or distillation!

"BLACK MAGIC"

- A. Removes color from your solvent.
- B. Removes fatty acids from your solvent.
- C. Removes non-volatile matter from your solvent.
(old obsolete carbons only remove color)

2. ADCO'S XXX Dri-Sheen Double Strength, a concentrated detergent, adds a minimum of non-volatiles to your system—perfect companion to "Black Magic".

Therefore, by controlling the condition of your solvent in the filter by the use of "Black Magic", instead of by the use of sweetener powders and distillation, you keep your solvent pure and sweet continuously.

END RESULT:

Controlling the condition of your solvent in the filter, without loss of soap . . . solvent stays pure and clean, therefore, the "clean" moisture you add remains clean. Redeposition or graying of garments impossible under these perfect conditions.

THIS MEANS:

1. Tremendous savings in soap costs.
2. Tremendous savings in distillation costs.
3. Tremendous savings in time and labor.
4. Tremendous improvement in quality of cleaning.

Make us prove to you in your plant at our expense that Adco's new Miracle Method will also work for you.

Adco, INC., SEDALIA, MO., U.S.A.
Manufacturing Chemists since 1908





Left: A worksheet is prepared for each lampshade processed. **Right:** Outer fabrics and trims are identified with fabric tags, placed in nylon nets and processed in regular silk loads.

There's a Bright Future in Lampshades

Specialized sideline is excellent way to build new business

By HARRY YEATES

MANY PLANTOWNERS who specialize in draperies and slipcovers often neglect another valuable source of revenue for the household finishing department simply because they think it's too much trouble.

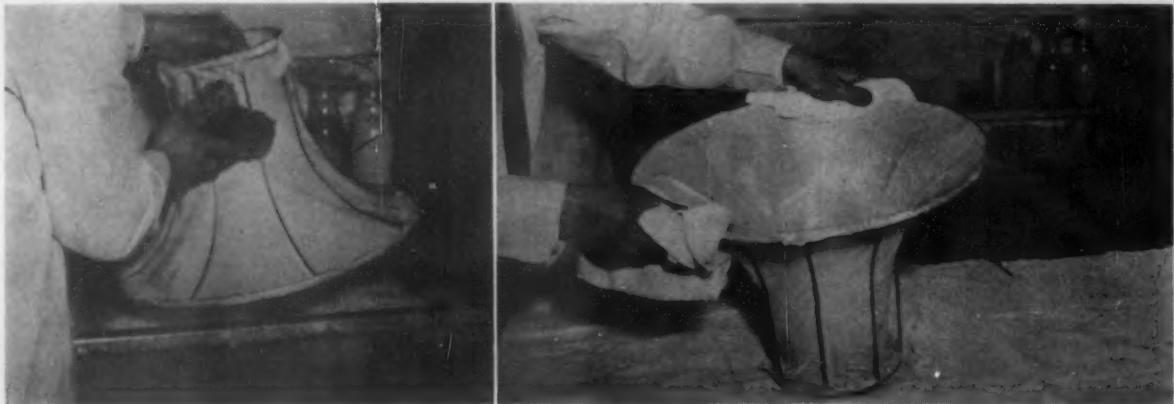
Processing lampshades is a relatively easy job and offers a high rate of profit for Bridgeport Cleaners, Chicago, Illinois. As plantowner Joseph LaMonica says, "We spend a lot of time and effort doing a thorough job

on lampshades and we know that it's attracted additional business from many satisfied customers in the neighborhood."

Unlike other household items, most lampshades are not cleaned regularly. Therefore, they are examined by the plantowner in the presence of the customer. The degree of soil, type of frame construction and condition of the trimming determine the effectiveness of processing. With the exception of some extremely faded velvet fabrics most lampshades—acetate, nylon and lace—turn out with excellent results.

Diagram guide

A permanent check-sheet is prepared before each lampshade is processed by the plant. Information consists of a rough sketch of the shade, the exact location of all trimmings,



Left: Linings are immersed in a solution of soap and water, then scrubbed with sponge until clean. **Right:** Linings are feathered with dry towels around frame and joints, hung in drying room.

COMING...

COMING...

COMING...

COMING...

- **New in Size ...**
- **New in Design ...**
- **New in Efficiency ...**

Now from Prosperity comes an entirely new dry cleaning machine to give you the best combination of quality, capacity, and efficient use of floor space — the Prosperity 55!

The NEW PROSPERITY 55 is the most practical for on-the-premise cleaning . . . generous 55 lb. load capacity . . . open-pocket cylinder . . . reversing action . . . end door loading and unloading . . . single or two bath . . . fully automatic, plus new and startling features.

Send for advance information.

20 booths (No. 377 to 386, 427 to 436) of completely new equipment at the A.I.L. Show in Chicago, February 26-March 2
January, 1958

**SEE
IT
AT
THE
A.I.L.
SHOW**

Copyright 1958, The Prosperity Company.





Cellophane wrap gives professional touch to lampshade before it is delivered

measurements from top to bottom plus the diameter of the frame at each end. A notation is made if any special repair work is required. This might include renewing the lining, replacing worn trimmings, soldering broken frames, etc. If the lampshade has removable sections at the top or base, this is noted on the description sheet. The customer's name, address and telephone number are also included.

Outer coverings and trim are removed from the lampshade. Each component part of every order is marked and identified with a prenumbered fabric tag. The tag is pinned to the frame and on each strip of trimming.

Trim processed separately

Processing the trim parts depends upon the degree of soil. After marking, the outer cover and trimmings are placed in nylon nets. Fringed trimmings are tied securely together to prevent fraying. They are then processed in the cleaning machine during a regular silk load. At the end of the cycle each order is sorted by the

number on the day-tag and placed on a hanger. Each item is pressed or steamed and then they are grouped together as an order awaiting reassembly.

The majority of lampshade linings are hand-washed by the plantowner. Each frame is immersed in a tub containing 4 gallons of warm water, 4 ounces of liquid soap and 2 ounces of solvent designed to cut excessive soil or stains.

Care at every step

After the lampshade has been completely saturated in the solution it is gently scrubbed with a sponge until the fabric has been thoroughly washed. A scrubbrush should not be used in this step of the operation, since it might cause damage to the delicate lining fabric. Although linings might have a tendency to loosen when immersed in the solution they will regain their original stiffness when completely dried.

Each lampshade is rinsed in clear water and dried with bath towels on a table adjacent to the tub. Special

care is taken to make sure that the fabric is thoroughly feathered with clean, dry towels, especially over the frames and supporting joints.

The operator then ties the lampshade to a hanger with string, making sure that the shade is handled by the top frame so as not to soil the wet fabric with fingermarks.

The lampshade is hung in a drying room for approximately one hour. Since some silk linings have a tendency to crack in excessive heat, the drying room temperature should not exceed 95 degrees.

If the lampshade shows slight rust marks around the edge of the frame after drying it can be feathered again with a damp bath towel containing a few drops of rust remover.

The outer covering, trims, etc., are assembled on the frame and sewed in place.

Each order is wrapped in clear cellophane to add a professional touch to the job before delivery to the customer.

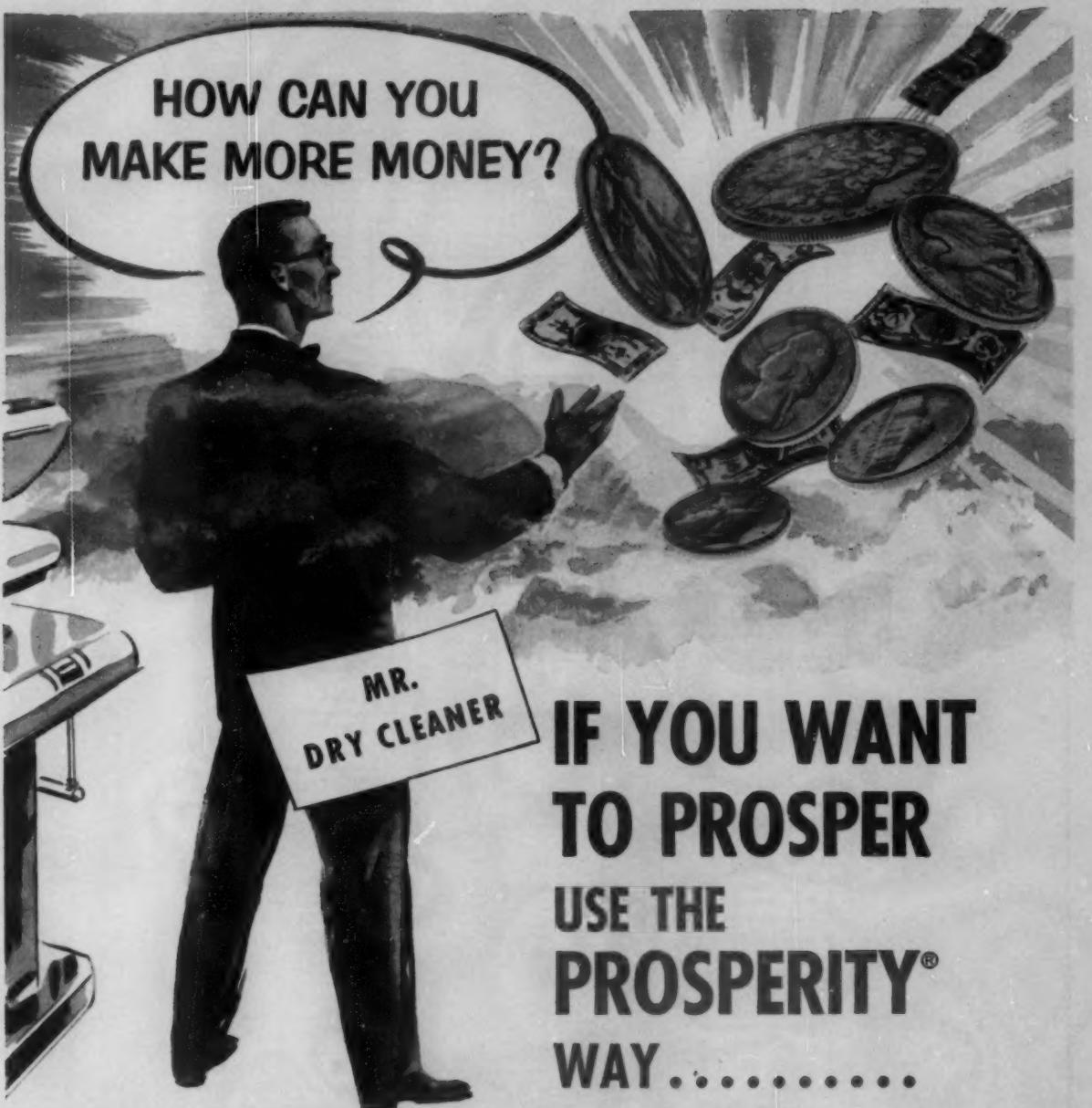
Faded covers and linings are often replaced by the plantowner. He purchased approximately \$200 worth of fabric and trimmings in various widths to take care of any special repair work that might be involved. A stock of stiffening material is also kept in the plant to replace swirled borders which occasionally appear in the design of some lampshades.

Year-round profits

The majority of fabric lampshades brought to the plant usually vary in retail price from \$25 to \$40. So most housewives are willing to pay a substantial price to have them cleaned rather than replace the original lampshade with a new one.

Last year the plant processed approximately 200 lampshades at an average retail price of \$12.50 per customer. Prices are based on the amount of time and material used on each lampshade. It ordinarily takes two hours to complete an order.

To test the effectiveness of the service among people in the neighborhood, the plantowner inserted an inch-and-a-half advertisement in the local classified telephone directory calling attention to the lampshade cleaning service. A keyed line in the advertisement says "Ask for Miss White." At least two or three calls per week are received by the plant asking for estimates on lampshade processing as a result of the keyed advertisement. This—in addition to word of mouth advertising from satisfied housewives in the community—has helped to make this a profitable business all year round. # #



HOW CAN YOU
MAKE MORE MONEY?

MR.
DRY CLEANER

IF YOU WANT
TO PROSPER
USE THE
PROSPERITY®
WAY

Sure, Mr. Dry Cleaner, you're entitled to your day dreams of greater security in life; the luxury of a high-powered car; the guarantee of a college education for the kids; a comfortable home — and eventually, happy retirement.

Prosperity can give you all these things. The plan works by itself, because you have already started. As a dry cleaner, you're in on the ground floor for soaring profits. Customers walk in and out of your establishment every day, keeping money in their pockets that you could put into your cash register . . . if you combined your dry cleaning service with shirt finishing.

These customers prefer a one-stop purchase . . . don't let them get away. Perhaps you are farming out the small amount of casual shirt business you get now, but that's only piggy-bank finance.

Let Prosperity put you into the shirt finishing business right now. You can pay for the equipment in a short time . . . and the rest is pure gravy . . . substantial extra income that will bring you the things you want.

And, as a turn-about, shirt finishing process in your premises will increase your dry cleaning profits. Let us talk it over. Write, wire or phone us:

Copyright 1958, The Prosperity Company

The PROSPERITY®
AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRIES,
SYNTHETIC CLEANING PLANTS and GARMENT MANUFACTURERS
Company

Main Office and Factory, Syracuse 1, N.Y. Sales, Service and Parts in Principal Cities



• 20 booths — 377 to 386, 427 to 436 — of completely new Prosperity equipment at the A.I.L. Show in Chicago, Feb. 26 to Mar. 2.





HAVE YOU SEEN THIS LABEL LATELY?

If not . . . you certainly will!

Kontrol, even though it's still quite new on the dry cleaning detergent market, is really a seasoned product. It was field tested for several years in many prominent, well-run plants and received their wholehearted approval.

Kontrol sales are rising by leaps and bounds . . . so why not get on the bandwagon? Use the detergent designed for over-all dry cleaning efficiency—week in and week out.

Call your Eaton jobber right now for more information.

If you don't have your copy of Eaton's Dry Cleaning Story write for it today.

EATON CHEMICAL AND DYESTUFF COMPANY

1490 Franklin Street, Detroit 7, Michigan

Canadian Plants: Toronto and Windsor

SPOTTING MADE EASY . . .

with these practical step-by-step instructions

PART I - BASIC TOOLS

THE SPOTTER, like any craftsman, must know the fundamentals of the equipment with which he works. A spotter who does not know how to handle a steam gun is about the equal of a carpenter who cannot saw a board straight.

It doesn't take long to become acquainted with the tools of the spotter, but to learn how to handle them correctly is another matter. And so there are many spotters who for one reason or another have not learned the fundamentals of the tools they use. Let's start with the steam gun.

The steam gun

One of the first things the spotter must learn is to "feather out." This is done by spraying the outer edge of a wet area with a fine mist of water. In this manner the sharp line of demarcation between the dry fabric and the wet fabric is broken down or "feathered out." The spotted area then begins to dry out from the dry fabric gradually toward the center of the wet area. When the area dries out evenly in this manner toward the center of the spotted area the chances of "ringing" are minimized.

Years ago this feathering-out operation was done by the use of an atomizer bottle or jar into which the spotter blew, providing a water spray. Many oldtimers may well recall working with such a blow bottle. A natural development was the water spray gun, followed about 20 years ago by the steam gun which is so commonly used today.

While the water spray gun still has its uses, both at the various pieces of finishing equipment and on the spotting board, the steam spotting gun has many advantages. Primarily, these are: (1) it is faster to work with, and (2) the water used in the wet steam is both warm and distilled (meaning also that it is soft). But while there are advantages there also are hazards in the use of a steam gun. Not observing some of the rules can mean fabric damage, color loss or both. The following are fundamental:

Keep the steam gun moving. The reason for this rule is that if the pressure

By CORT ANTONSON

of the steam gun is allowed to play on one area for too long a time, a spreading of weave can occur in some loosely woven fabrics.

Hold the steam gun 2 to 3 inches from the fabric. The temperature at the nozzle of a steam gun is 350 degrees. This in itself should be enough said but all too often spotters will work directly on the fabric in an effort

We are proud to announce a new series on spotting, beginning with this article. Down-to-earth practical tips will come to you monthly from Cort Antonson, the nationally known authority on the subject.

You won't find any "ivory tower" theories in this and the subsequent articles. Cort has spent his life on the subject. He taught spotting at the National Institute of Drycleaning and now devotes every working day to visiting the cleaning and spotting departments of plants around the country.

We know you will find his comments helpful and profitable to you. Should his remarks raise any questions in your mind, send them to us. We will get the answers for you.—EDITOR

to literally blast out the stain. On the other hand, at 2 to 3 inches away from the nozzle, even the hand can be held in the steam without burning.

When this rule is disobeyed several damages can occur. One is a loss of color. This is most pronounced on fabrics such as cotton where all too often the dyestuff lies on the surface of the yarns. Close blasting with the steam gun is sufficient to blast this surface dye from the yarn, causing a loss of color coinciding with the motion of the steam gun. Another damage can be spreading of weave that occurs with loosely woven fabrics. Also, when the nozzle is very close to woolen fabrics, actual felting of the wool yarns can take place. So by way of emphasis, *keep it moving and keep it 2 to 3 inches from the fabric.*

It is advisable to operate the steam gun at 65 to 70 pounds steam pressure. Too high steam pressure means not only too high pressure but also too high heat. Too low steam pressure means too wet steam.

The spotting board

The spotting board has been designed to make it easier for a spotter to look over a garment and to work on the stains he finds. Most of the modern boards are equipped with a steam gun, water gun, with air pressure and with vacuum.

We have spoken of the steam gun but it also is handy to have a water gun on the board in the event an area of the garment needs to be made thoroughly wet, or in case a large area of a garment needs to be wet, as in spraying out a lining.

Air pressure and vacuum are certainly valuable aids to the spotter when he wishes to dry up a spotted area quickly. He may wish to do this for the purpose of seeing whether or not the stain has been removed or he may wish to dry the spotted area fast to prevent a ring from forming. For, in spite of careful feathering out, working on fabrics treated with sizings and resins presents a problem in ringing. Fast drying of the spotted area by using both air and vacuum at the same time sometimes helps prevent this ringing.

Vacuum also makes it possible to confine the water used in spotting to a much smaller area. This is done by using the foot on the vacuum pedal and on the steam pedal at the same time. The fact that they are side by side makes this possible. In this manner the steam and water are drawn down into the drain trough under the board instead of spreading throughout a large area of the garment.

Some boards are equipped with a glass section built into the front end. This acts as a smooth tamping area and has advantages for this purpose. However, when you have such a glass surface keep in mind that rust removers, being hydrofluoric acid, will etch glass. Place a towel between the fabric and the glass when using rust

Continued on page 54



THE ANSWER TO BETTER PRESSING



Ajax AIR-OPERATED DRY CLEANING PRESSES



Pressure Delivery Unit
Has only one moving part . . . requires no adjusting mechanism. The designed simplicity of AJAX Presses gives you greater production at the lowest cost.

finishing. Your customers can actually notice the difference.

Table Length Touch-bar Control

Gives operator greater safety and convenience. Operator makes lay, drops hand, and down comes the head. No groping for concealed buttons or levers. Also operates with foot control to relieve fatigue.

Sensitive Pressure
Any desired pressure immediately for perfect finishing. Only AJAX gives you the amazing sensitive pressure for fine, soft, "NO-SHINE"

If you have a
pressing problem phone
EMpire 3-2743 or write
AJAX PRESSES,
Salt Lake City, Utah.

Ajax
PRESSES
SINCE 1929

SALT LAKE CITY
UTAH

there's much more
to it than meets
the eye!

COLUMBIA

h.r.t. oil or gas fired boiler*

CONSERVATIVE RATINGS ALLOW FOR BONUS STEAM CAPACITIES!

The little ones can sure surprise you. It's a pleasant money-saving surprise when you learn that not only do Columbia boilers have a greater capacity than most boilers with the same ratings—but that a larger combustion volume allows for overfiring and greater heating surfaces help produce more steam at higher efficiencies. These are facts that often eliminate the need (and expense) of additional boiler capacities. They're just part of the Columbia steam economy story. The coupon below will bring you the rest.

• COLUMBIA BOILER CO. OF POTTSSTOWN
DEPT. NC-18 POTTSSTOWN, PA.

• Gentlemen:
Give us the facts on the superiority of your HRT boiler as it pertains to our operation. We understand there is no obligation, and we won't be aggressively solicited.

• Firm Name.....
• Address.....
• My name is.....
• Position.....

.....

*Horizontal Return Type, units suitable for firing by gas, light or heavy oils, for interchangeable firing by gas or oil. Available in sizes 2 to 60 hp.

COLUMBIA BOILER CO. of POTTSSTOWN / FACTORY & OFFICES: POTTSSTOWN, PENNSYLVANIA

Only One

COMBINATION GIVES YOU ALL
THESE OUTSTANDING
ADVANTAGES

- OPEN POCKET CONSTRUCTION delivers maximum mechanical wash action . . . eliminates worrisome weighing and dividing of loads. No inching.
- VIBRATION FREE no expensive foundation or slab required. No bolting down. Easily moved, when necessary.
- COMPLETELY SELF-BALANCING evenly distributes every load. Free from operator abuse because machine will not spin until balanced.
- EXCLUSIVE DUAL-MATIC CONTROLS four complete 30 minute wash cycles. Ideal for every type operation.
- DOOR INTERLOCK standard equipment to meet all safety requirements.

40 lb. capacity combination
illustrated

If you evaluate equipment in terms of production, savings, speed, labor and supplies, then you'll find out what many plant operators have already found . . . No other machine can mean so much to your plant as the Hammond Laundry Washer-Extractor. It will be the smartest equipment investment you've ever made.



HAMMOND STAINLESS STEEL Laundry WASHER - EXTRACTOR

See your nearest Hammond Distributor, or write direct
to factory right away.

HAMMOND WASHER-EXTRACTOR COMBINATION

Name _____

Name of Firm _____

Address _____

City. _____ Zone. _____ State. _____

HAMMOND

LAUNDRY - CLEANING
MACHINERY COMPANY

HAMMOND BUILDING WACO TEXAS

Continued from page 50
removers. Otherwise dark spots will result from the etching that takes place.

Boards with Monel metal screens are to be preferred over the perforated-screen type. The reason for this is that on acetate and any fusible type of fabric the heat of the steam used against these perforations will cause a moire pattern like the perforations themselves. And usually these cannot be removed by finishing. When working on perforated-screen boards it is advisable to use toweling between the perforations and the fabric when a fusible or thermoplastic type of fiber is being spotted.

Finally, let's not forget that both the Monel screen and perforated tops are made so that they can be removed and the drain trough cleaned. Nothing is quite so exasperating as to be working on a board and have the slurry lying in the drain tray splash up through the screen onto the garment. The drain tray should be cleaned thoroughly once a week—and check to see that the drain outlet from the drain tray is not plugged with lint, etc. Keeping this drain outlet open will mean less contamination collecting in the tray itself.

Also, the container under the drain outlet does get full. Don't let it overflow on the floor. Those containers are easily removed, and a sewer drain can't be too far away.

Lighting the board

It's hard to beat natural north light when you are working on a spotting board. However, natural light isn't always cooperative so usually some type of artificial light is necessary above the spotting board. Probably one of the spotter's greatest annoyances is to have sunlight or natural light hitting at an angle that reduces his vision. When this situation occurs it is far better to pull down the shades and rely on artificial light.

The old type incandescent light contained so much yellow that under it many stains were very difficult to see. Today fluorescent lights that

closely approximate daylight are most generally used. In some instances where the spotting board is located in the drycleaning room (petroleum), mercury-type lights are required.

In any event, good light should be provided over the board. Without such lighting even a man with 20-20 vision is bound to miss a lot of stains. You can miss them with good lighting, let alone with a poor light condition. From 30 to 50 foot candles of light are needed. Local power companies are only too glad to make proper lighting recommendations.

The spatula

This tool can be made of either bone or Monel metal. Some boards include spatulas as standard equipment. Whether of bone or metal, the edges should not be sharp nor the end sharply pointed. Much damage can be done with the spatula but on the other hand it can often be used to good advantage. It depends on how it is used.

The purpose of the spatula is not to dig out stains but to help in breaking up the stain so it can be dissolved more easily. For example, a blood stain that forms a rather hard surface and edge can be removed more easily if a spatula is used to break up this surface. A paint stain can also be removed when the crust of it is broken, giving the solvent a better chance to work.

But the spatula is not on the board for the purpose of digging out stains. Its edges should be used carefully. Any digging with a spatula most certainly will result in color loss due to crocking off of dyestuff on many hard fabrics such as taffetas, and also on cottons, particularly cotton corduroys. Use it with a rubbing action back and forth over the stains—but no digging.

Brushes

Spotting brushes vary considerably in size. Generally speaking, a one-inch brush is the most popular for spotting dresses. The very small brush seems a bit awkward to use; larger

size brushes tend to wet out too large an area and are just a bit too large for the job. Larger brushes, are, of course, more practical when it comes to spotting woolen loads. Some of the larger brushes also come with short handles that make them easier to use in a brushing capacity.

The bristles of the brush were formerly made from hair. Today almost all of the bristles are nylon.

The white bristle brush has always designated the brush to be used only on the wet side, while the black bristle brush is used when spotting on the dry side.

For the most part brushes should be used with a tamping action on the stain. The purpose is to break up the crust of the stain, making it more soluble to the spotting agent being used. This tamping should be done with a wrist action rather than swinging from the elbow. The primary reason for developing this wrist action is so that the spotter will be able to lift his arm at the end of a day's work. Using a wrist action does not tire the muscles in the arm and can give a more uniform tamping action.

There are times when a brushing action is justified but the danger is in causing a spreading of the weave on loosely woven fabrics. But on hard woolens and other hard-textured fabrics a light brushing stroke is often all that is required in removing a simple food spot. In fact, the great majority of food spots on woolens can be removed by the use of a brush dipped in a pan of water containing a neutral wetting agent and stroked across the built-up food spot. Of course, if the stain is absorbed then it must be flushed from within the fabric itself, which would call for the steam gun rather than the brushing action of a brush.

Severe brushing with a hard nylon brush against some hard fabrics such as cotton twills, acetates, taffetas and satins can in many cases cause a crocking off of dyestuff, just as we stated a spatula could. When in doubt use a tamping action—it's safer.

Get in the habit of laying the brush, when not in use, on the spotting board with the bristles down. This gives the bristles a chance to dry out and does not allow the water to run down into the wood backing. Water soaking into this wooden back will soon cause it to split.

It is a good policy to clean your brushes occasionally. This often can be done by using an old comb to remove the lint from the bristles, then with the steam gun flushing any remaining lint or fuzz from within the bristles.

Continued on page 56

DRY SIDE	WET SIDE	ACID	ALKALINE	NEUTRAL	
1	4				1. VOLATILE-TYPE PAINT REMOVER
2	5				2. OILY-TYPE PAINT REMOVER
3	6				3. AMYL ACETATE
		7	8	9	4. 28% ACETIC ACID
			10		5. GENERAL FORMULA
					6. RUST REMOVER
					7. AMMONIA
					8. WET SPOTTER
					9. NEUTRAL LUBRICANT
					10. DIGESTER

**NEED
MORE CAPACITY?
MAKE THE SWITCH
TO DEODORIZED
APCO 125!**

Deodorized Apco 125 cuts tumbling time in half, boosting tumbler poundage potential. It permits reduced tumbling temperatures, minimizing wrinkles and enabling finishers to process more garments per hour. Get the whole story on Deo 125 from your Stod-Sol distributor!

APCO
INDUSTRIAL
NAPHTHAS

PRODUCERS • REFINERS

ANDERSON-PRICHARD Oil Corporation

OKLAHOMA CITY, OKLA.

BRANCH OFFICES IN ALL PRINCIPAL CITIES

Continued from page 54

Spray tanks

The spray tank has been used for many years. It has become very popular recently with the advent of charged-system operation and the almost universal use of moisture-carrying detergents. The tank will vary in size from 5-gallon capacity to smaller ones of approximately 2-gallon size. Pressure is built up in these tanks either by using the hand pump with which most of them are equipped or by the use of an air injection valve and the air compressor. From 20 to

40 pounds pressure will give a good fine spray.

There are many commercial spotting agents sold as "spray spotters" that are designed for use in one of these tanks. Garments that are heavily soiled can be sprayed down either before cleaning or after they have been run through the washer. Many plants prespot dresses in this manner and prespot any heavily soiled pants, shirts, jackets, etc. It can be done quickly and with a minimum of effort. This saves time and money in pass-ups once the load has been cleaned.

Other plants do not prespot any

of the garments but after they have been cleaned the "culls" or rejects are picked out. They are then spray-spotted in the soiled areas and are re-cleaned as a rerun load. By this method the soiled areas receive greater water-soluble-soil-removal efficiency which very often converts a garment into a pass-up, once it's re-cleaned.

Spotting bottles

Until plastic came into vogue the spotting bottle usually chosen was a ground-glass-dropper 2-ounce bottle. The dropper made it convenient to apply a small amount of the spotting chemical; the fact that it was ground to fit the bottle made it easy to remove and replace and there was no loss from evaporation. The small plastic squeeze bottle is now available but in the realm of the small 2-ounce size the dropper bottle is preferred. The large bottle seems more convenient in plastic where squeezing replaces shaking.

The small ground-glass-dropper 2-ounce bottle is a bit expensive. And if the spotter has a mania for breaking glassware, maybe plastic is the best bet.

But whether plastic or ground-glass-dropper type, much can be saved over a year's time if the bottle is such that a drop or two of a spotting agent can be applied rather than a splash of it from a large shaker bottle.

It is advisable to arrange the spotting bottles on the board in a systematic fashion. This arrangement can suit the spotter's fancy but it is well to have those most commonly used to the front and to separate the dry-side and wet-side spotting agents. In some instances the wet-side spotting agents are separated according to whether they are acid, alkaline or neutral. The diagram on page 54 is typical of one arrangement that might be used.

These for the most part are the standard pieces of equipment on a spotting board. In addition, there is need for cheesecloth and toweling. It also is good to have available some inch-square pieces of white blotting paper. These can be used to advantage when it is necessary to determine how a dyestuff behaves to acids, alkalies or any other spotting agents.

The small thread counter also is a valuable aid, making it possible to look at a stain under magnification. From this magnification a stain can be studied to see if it is built up or absorbed or whether it is lying in between the yarns. It also will reveal any slight fiber damage present.

Now that we are equipped, the next article will discuss the four techniques by which stains are removed. # #

All at your finger tips-

All will vastly improve the results and performance in each department of your plant

All are proven money and time savers, - so easy to use!

Just off the Press

INSTRUCTIONS CATALOG

PRE-MARKED STRIP-TAG CO.

Originators of pre-marked identification

MAIL COUPON TODAY

**PRE-MARKED STRIP TAG CO.,
3232 India St., San Diego 12, Calif.**

Mail me your NEW, FREE Instructions Catalog of Pre-printed Marking and Identification Tags!

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ STATE _____

12-57 N. C. D.

No training required, any employee can learn to use Pre-marked Tags in 5 minutes.

... or ask your jobber

PRE-MARKED, the Industry's Name for STRIP-TAGS



There's no time for downtime!

American saves your time with 9 strategically located parts depots.

You get more from

American
THE AMERICAN CLEANERS EQUIPMENT COMPANY



**These nearby parts depots
mean fast service
when you need it.**

Seattle, Washington

San Francisco, California

Los Angeles, California

Dallas, Texas

Atlanta, Georgia

Chicago, Illinois

Cincinnati, Ohio

Kenilworth, New Jersey

Rochester, New York

Nine depots, each fully stocked with thousands of essential parts, are the backbone of American's extensive nationwide service network. Strategically located throughout the country, these depots are geared to provide fast, emergency service wherever you may be. In the normal course of operating a dry cleaning plant, the need for repair parts arises from time to time. This need not be a major problem — that is, if fast, dependable parts delivery is available nearby.

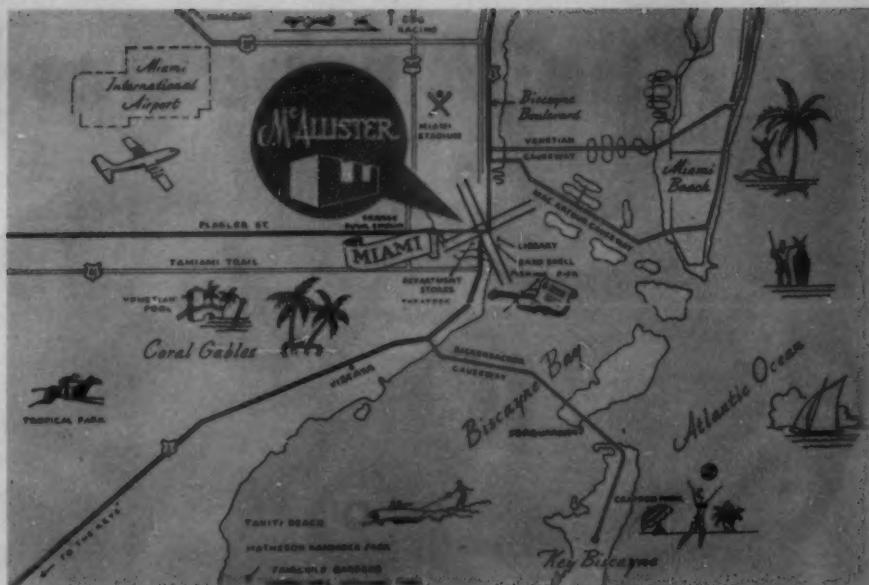
Many times, in response to emergency phone calls, parts are shipped from American depots *within the hour* by the fastest possible means. Our records show that of all the orders received for repair parts, more than 70 per cent are shipped the same day! This kind of fast service in emergencies is another important way you get more from American.

You get more from

American

American Cleaners Equipment Co., Cincinnati 12, Ohio
Division of The American Laundry Machinery Company

Location of headquarters Hotel McAllister and other points of interest in Miami and Miami Beach area



MIAMI PROGRAM

**49th Annual Convention and Exhibit
National Institute of Drycleaning
Miami, Florida January 15-18, 1958**

TUESDAY, JANUARY 14

2:00-8:00 p.m. Registration, Sun Room, McAllister Hotel

WEDNESDAY, JANUARY 15

8:30-11:30 a.m. Registration, Sun Room, McAllister Hotel

12:00 noon-4:30 p.m. Registration, Municipal Auditorium

2:00 p.m. Convention session, Municipal Auditorium. Presiding, Frank A. Prather, president, NID

Motion picture—"Crossroads"

Call to order and introduction of officers—Frank A. Prather

"Modernizing Management"—Frank A. Prather

"What's Ahead for Business"—Warren D. Mullin, associate editor, Kiplinger Washington Agency

"Spirit of Service" awards presented by President Prather, assisted by William L. Browne, director of public relations, NID

"Ropes of Gold"—Dr. Kenneth McFarland, educational consultant, General Motors Corporation

5:00-7:30 p.m. Registration, Sun Room, McAllister Hotel

9:00 p.m. "Tropical Night," get-together party and dance, Roney Plaza Hotel, Miami Beach

THURSDAY, JANUARY 16

9:00 a.m.-5:00 p.m. Registration, Municipal Auditorium

9:00 a.m. Convention session, Municipal Auditorium. Presiding, Walter R. Duncan, past president, NID

Motion picture—"Yardsticks for Tomorrow"

"A Yardstick for Drycleaning Quality"—William B. White, director of education, NID

2:00 p.m.

"How To Use a Quality Yardstick"—Charles Riggott, industrial engineer, NID

"Profits From Do-Overs"—W. P. Hamlin, Utopia Cleaners, Birmingham, Alabama

"Planned Prestige That Pays"—Richard Fox, Fox Cleaners, Dayton, Ohio

"Focus on Fabrics"—Dr. Dorothy S. Lyle, director of consumer relations, NID

"How To Hold Your Customers Without a Rope"—Dr. Royal Gorff, professor of marketing, University of Utah

Convention session, Municipal Auditorium. Presiding, Jack Stacey, director District 12, NID

Motion picture—"Productivity-Key to Plenty"

"Effective Creative Thinking"—Dr. Bernard B. Goldner, LaSalle College, Philadelphia, Pennsylvania. Audience participation in "brain-storming" of industry problems

Organized group visits to dog races and other places of entertainment

FRIDAY, JANUARY 17

9:00 a.m.-5:00 p.m. Registration, Municipal Auditorium

Convention Session, Municipal Auditorium. Presiding, Robert E. Kizer, director District 8, NID

Motion picture—"The Case of Officer Hallibrand"

Panel—"Scouting for Good Customer Relations Programs"

Art Schuelke, editor, National Cleaner & Dyer

Ken Thomas, editor, American Drycleaner

Len Fiddle, editor, Cleaning & Laundry World

Stan Daley, editor, Cleaning & Laundry Age

Ben Ginsberg, editor, The Guide

Presentation—"NID's New Aids to Customer Relations"

William L. Browne, director of public relations, NID

John Jay Daly, publicity manager, NID

Thomas J. Donohoe, supervisor of sales training, NID

"Adam Didn't Understand Eve, Either"—Ben Johnson, television commentator, KMBC-TV, Kansas City, Missouri

Brainstorming meetings, Flagler Room, McAllister Hotel. Presiding, Dr. Bernard B. Goldner

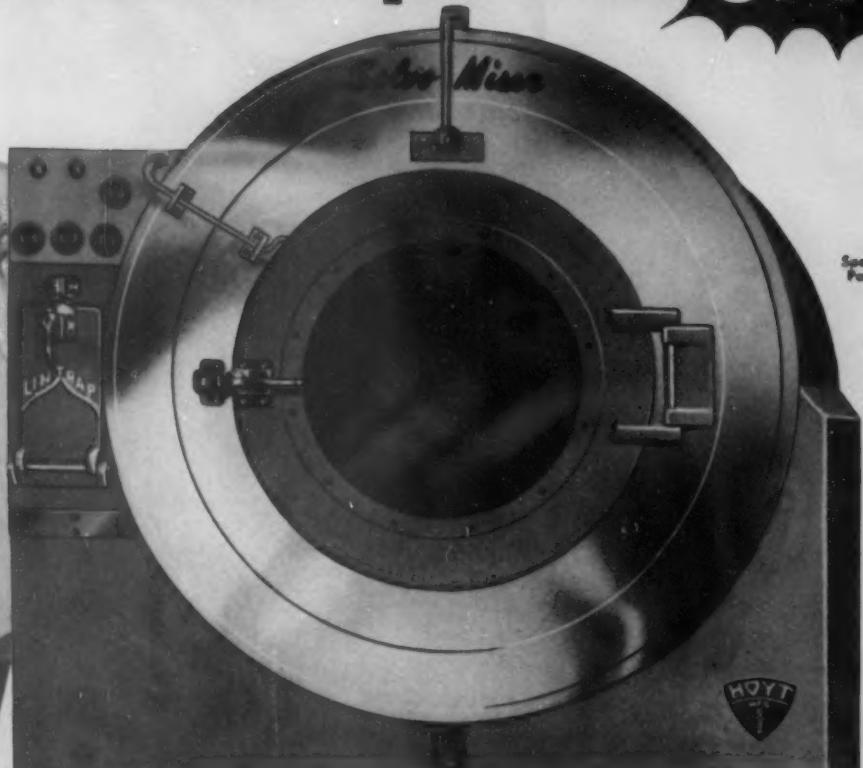
Convention session, Municipal Auditorium. Presiding, Frank A. Prather

Motion picture—"Sun, Sand and Surf," traveling guide to Miami area

Style show

Continued on page 62

The Wraps are OFF!



Special Automatic
Patents pending

See Hoyt's Super Special Contribution to the Industry

NEW "Steem-Mist" RECLAIMER

At last, after months of laboratory and field testing, Hoyt's new "Steem-Mist" Reclaimer is no longer a rumor — it's an actual, exciting fact! This stainless steel unit is now in the regular Hoyt line.

Prove for yourself there's no other reclaimer anything like it. With "Steem-Mist", operators report

- No more lint problems—mix lights and darks in a common load
- Natural moisture restored . . . finishing time greatly reduced . . . tremendous savings made
- Garments revitalized — handle and feel like new

And, of course, in addition to the exclusive "Steem-Mist" feature, you get all these other exclusive Hoyt features — cool down cycle . . . reclamation during cooling

. . . large, easily cleaned lint trap . . . widest range of sizes (don't limit your profits by too large or too small reclaimers).

Jean Smart says:

"To attract friends fast and save big money, be sure your reclaimers have Hoyt features."

HOYT



HOYT MANUFACTURING CORP.
14 Forge Road, Westport, Mass.

OK, Jean, send me the "Steem-Mist" story.

Name.....

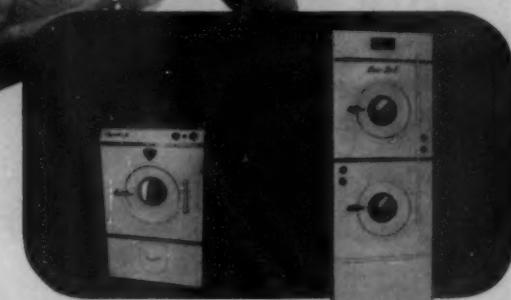
Company.....

Address.....



"There's more in it for You, Mister!"

Hoyt Dryers, from the smallest to the largest, are designed to save time and cut operating costs. They give you *every* automatic control you'll find on any dryer — and, as a bonus, those other exclusive HOYT features that make the whale of a difference in the volume you handle and the profits you bank.



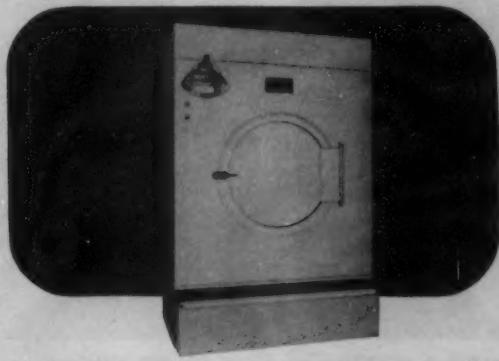
DRYERETTE, JR. Fast small dryer, single unit. Capacity 16 lb. d.w. Ideal spotting tumbler.



DUO-DRI Ideal small dryer. Capacity 32 lb. d.w., twin dryer — (16 lb. per unit). Handles individual loads, like diapers, etc., to perfection. Separate automatic controls and heaters.



ALL-PURPOSE CABINET New. Not only a reclaiming cabinet but a once-through drying cabinet. Just imagine the implications of this cabinet in view of the rapid strides being made today in sizing, mothproofing, and waterproofing methods.



BIG BERTHA Giant dryer. Capacity 115 lb. d.w., 18% greater capacity than other large dryers. Basket 54" x 30½" (arm-deep) is easily unloaded: No wasted cool-down period necessary to permit operator to unload.

Coin-Metered Dryers available.

Maybe you're missing something...

MAIL THIS COUPON TODAY!



HOYT MANUFACTURING CORP.
14 Forge Road • Westport, Mass.

Send Information

- Dryerette, Jr. All-Purpose Cabinet
 Duo-Dri Big Bertha
 Westport

Name.....

Company.....

Address.....

HOYT

AUTOMATIC DRYERS AND RECLAIMERS

MIAMI PROGRAM—Continued from page 59

SATURDAY, JANUARY 18

9:00-12 noon
9:00 a.m.

Registration, Municipal Auditorium
Convention session, Municipal Auditorium. Presiding, Frederick E. Bowers, vice-president, NID
"Your Future Hangs in the Closet"—Ray and Edith Vermeers, Paris Cleaners, Spokane, Washington
"Automation's Place in Drycleaning"—Gerald Scott, Midwest Research Institute, Kansas City, Missouri
"Improving Textile Performance"—Charles W. Dorn, textile counselor; former research director, J. C. Penney Company
"The Year in Research"—Dr. Joseph R. Wiebush,

12:00 noon
7:30 p.m.

director of research, NID. Assisted by Robert T. Graham, supervisor of textile and product testing, NID, and W. Clay Hardin, chief analyst, NID
"Meeting Our New Challenges"—Walter R. Duncan, past president, NID
NID business meeting
Adjournment
Annual banquet, floor show and dance, Municipal Auditorium
Drawing of grand prize—1958 Edsel Ranger hardtop sedan. Winner must be present

NOTE: Door prizes will be awarded at the end of the convention sessions on Wednesday afternoon, Thursday morning, Thursday afternoon, Friday morning and Saturday morning.



ROYAL GARFF



GERALD SCOTT



JOHN JAY DALY



FRANK A. PRATHER



CHARLES R. RIGGOTT



DR. DOROTHY LYLE



WILLIAM L. BROWNE



WALTER DUNCAN



ROBERT T. GRAHAM



FREDERICK E. BOWERS



WILLIAM B. WHITE

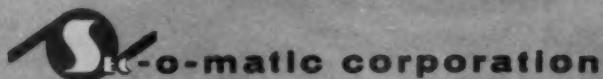


DR. JOSEPH R. WIEBUSH



Pantex

STANDARD LAUNDRY & CLEANING MACHINERY CO.



Mantowoc



H
OFFMAN



= BUTLER =



HAMMOND

King "100"
CORPORATION

OLSON
INDUSTRIAL EQUIPMENT
DIVISION OF THE AMERICAN UNIVERSAL MANUFACTURING COMPANY

G. A. BRAUN, INC.
Pioneer in Automation



DIVISION OF

BELL & GOSSETT CO.

Midland Park, New Jersey

Longview, Texas • Morton Grove, Illinois

Long recognized for their superior efficiency and long service life, Marlow self-priming centrifugal pumps have become the standard of comparison in the drycleaning industry. Leading manufacturers of dry-cleaning machines now use Marlow self-priming pumps as standard equipment on their units.

These "leaders" use Marrows because the pumps perform consistently, with no fall-off in capacity. These rugged, space-saving self-primers are quiet in operation. With Marrows, there are fewer shutdowns...less maintenance. Marlow's proved mechanical-shaft seal eliminates leakage and solvent loss. A dry, clean and trouble-free performance is now the rule in the washroom.

For new machines, plant modernization or replacement, make your next drycleaning pump a Marlow. For complete information, write for Bulletin DC-04 and the name of your Marlow dealer.

Are Your Inspectors Properly Trained?

Here is a job breakdown for a standardized procedure . . .

By LAURA HERRMANN PORTERFIELD

THOUSANDS OF WORDS have been written about proper procedures for the various production jobs in a cleaning plant. There are volumes on cleaning techniques, spotting, finishing and repairs. Yet the most important job, inspection, has been practically ignored in that a job breakdown has not been offered.

This article is written to establish

standard procedures for the inspector. It will eliminate the haphazard examination that might exist in some plants. It can help you tighten up quality control. The methods to be explained might speed up workflow.

We shall not attempt to set up quality standards. That is up to the individual plantowner to do. "Quality" is a nebulous term. The degree of qual-

ity hinges on what the market demands, on the price structure of any given cleaner, on his pride of accomplishment.

Suffice it to say that if the inspector does a slipshod job, by whatever standards your plant sets, the customer will not be as careless in her examination. She might be motivated to try another cleaner. Just as it is important

Job Breakdown: Trousers, Slacks and Shorts

IMPORTANT STEPS and KEY POINTS

1. Examine both legs of trousers.
 - a. Always look first for spots, second sewing, third finishing.
 - b. Lift top leg of trousers to inspect insides of both legs and then lift both legs to inspect outside of underleg.
2. Check cuffs of trousers.
 - a. Be sure all four tack stitchings are secure.
 - b. Run fingers under tackings and

along inside of cuff to be sure all lint, etc., has been removed.

- c. Open legs at cuffs to be sure cuffs are securely sewed all the way around.

3. Check front and back creases for double crease.

4. Reverse hanger and check day tag.

- a. If there is special information on day or lot tag be sure this has been taken care of.

5. Inspect tops of trousers.

- a. Run fingers along inside crotch seam for breaks in stitching.
- b. Check inside crotch for finishing by flipping trouser leg halfway back to see if there are wrinkles.
- c. Check for pocket impressions and seam impressions.
- d. Work zipper to be sure it is functioning properly.
- e. Check buttons or hooks at fly as well as buttons and hooks and eyes at placket of slacks.

Operator inspects trouser creases (left); cuffs for tacking, inside hem (center); waistband and fly for zipper, buttons, special instructions

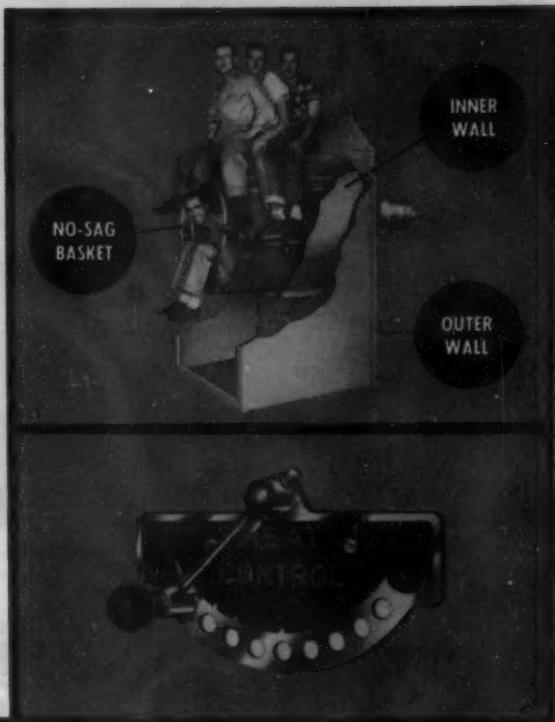


1. It's built for service!

Today, it's more important than ever that your equipment give dependable, trouble-free performance. A dryer that *can't* take the load means reduced profits for you. So, join your fellow drycleaners who are turning to Cissell for the dryer that's built for service!

2. It's a real time-saver!

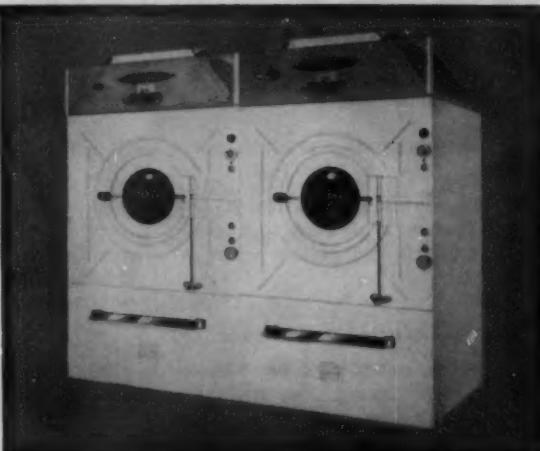
With the famous Cissell 8-STAGE HEAT CONTROL, operator sets control for the heat he wants and forgets it! There's no fumbling around—no guesswork. With Cissell's 8 FIXED stages of heat, temperature is positively maintained—and every drycleaner knows how important this is!



What makes the Cissell Dryer Outstanding?

3. It's so easy to maintain!

Even in space-saving, side-by-side installations, Cissell Dryers can be serviced quickly, easily. For example, the basket can be removed in LESS THAN ONE MINUTE. Cissell Dryer features combine to give you DRYING AT ITS VERY BEST! Want proof? Just ask the man who uses a Cissell Dryer!



W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.
Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.
Foreign Distributors write Export Dept.—Cable Code "CISSELL".

CISSELL

Consult Your Jobber

Cissell Steam-Heated Drycleaning Dryers—Single Basket: 36" x 18", 36" x 30", 42" x 42". ALSO AVAILABLE: Cissell Gas-Fired or Steam-Heated Laundry Dryers: Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42".



Above: Inside of suit coat is inspected for rips, tears, etc. Operator also checks for spots, poor finishing of lining. Top right: Both sleeves are inspected for correct number of buttons, inside cuff for correct tacking of lining



Job Breakdown: Men's Suit Coats, Overcoats, Jackets . . . Ladies' Coats, Suit Jackets, Cardigans . . . Children's Coats, Jackets . . . All Open-Front Garments

IMPORTANT STEPS and KEY POINTS

1. Check lining or inside of garment.

- With left hand at back of neck of garment and holding onto the hanger, open the right-hand side of coat with the right hand.
- Look for sewing, finishing and spots, starting at right shoulder around armhole.
- Release left hand at neck and inspect down inside of right side of garment, holding open with both hands; continue to inspect across back of garment and over to left side and up to neckline.
- Check for inside button on men's double-breasted suit.

2. Inspect outside of garment.

- Start at left sleeve, checking armhole and down sleeve, and to inside of cuff. Check for buttons on cuffs.
- Inspect left side of coat, and over to right side, checking pockets for rips and buttons, and proceed down right sleeve.

3. Reverse garment and inspect.

- Start at neckline for sewing and smooth collar finishing.
- Check armholes and down sleeves.
- Continue down back of garment, holding hemline with both hands.



Center: Look for flap, front facing impressions. Above: Match buttons to buttonholes

to make a certain sequence of lays when finishing a garment, so it is important to follow a pattern when inspecting.

Different inspection methods

Inspection can be done two ways—stationary or roving. For stationary inspection the garments are examined at a fixed point within the plant. The work from the finishers comes to this station via slickrails or conveyor.

It is good practice to provide the inspection department with a finishing board for small touch-ups. Similarly, it should be near the sewing department to save steps.

Some larger plants also have a spot-

ting board in the inspection department. This precludes the possibility of garments falling out of their lots and creating short orders in the assembly department. Stationary inspection is by far the most popular method in use today.

Roving inspection has its good points, however. In this case the inspector goes to each finisher and checks the work at the finishing station. This system helps keep the work intact within its lot and avoids delay on refinishing.

With this setup the inspector generally takes care of minor repair jobs herself. This would include small seam rips, hooks and eyes or snaps. The operator is equipped with a small table

containing thread and other sewing supplies. The only garments that are diverted are those requiring respotting or major repairs.

Some larger plants have all garments inspected after spotting and before finishing to cut down the respot work.

Some necessary supplies

Regardless of which system is used, the inspector should be equipped with a small dry brush. The operator should also have a lint-removing device, pins or sticky tape (to show spotters or seamstresses where work is to be done), a scissors and good lighting. She should also have a pencil and note

NORTH, SOUTH, EAST, WEST

Customers Demand a

SOFT, NO-SHINE FINISH

Get it easier...faster with a

CISSELL FORM FINISHER

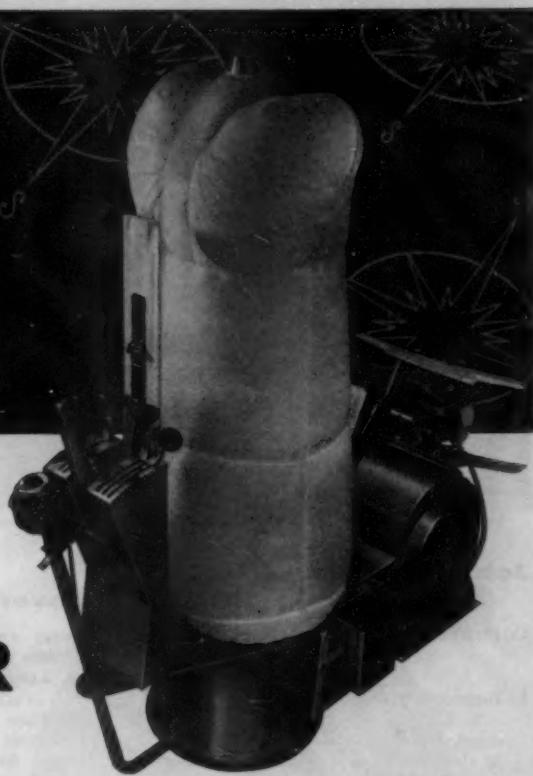
- ★ No Foot Pedals
- ★ Fully Automatic
- ★ Air and Steam at the same time
- ★ Controlled Air Pressure

Checked the quality of your finishing lately? Remember, your customers check it continuously. Meet their demand for a soft, no-shine finish with equipment built to do the job. Even hard-to-work materials that demand air while steaming are finished beautifully.

The Cissell Form Finisher is FULLY AUTOMATIC (No Foot Pedals.) The Cissell Time Switch does the job! Operator can do other work while the Cissell Form Finisher steams, dries and cuts off automatically. Levers regulate size of nylon form at waist, hip and lower positions by moving back and forth in a horizontal motion and quickly locking into position. Finish any size garment—from the smallest child's to the largest adult's. Air pressure adjustable from minimum to maximum or to any intermediate stage. Superb construction—the kind you expect from Cissell.

CISSELL FORM FINISHER with one set of #11 Sleevers, one set of #24 Sleevers, and one Cissell Vent Clamp, \$530 F.O.B. Louisville, Ky. Guaranteed for one year against manufacturer's defects.

Consult Your Jobber



LEVER ADJUSTED NYLON FORM



CISSELL BUILT TIME SWITCH

W. M. CISSELL MFG. CO., INC.

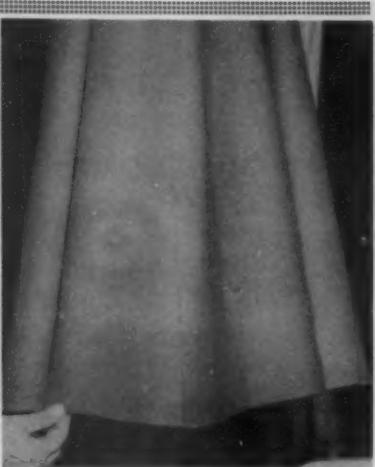
LOUISVILLE 1, KENTUCKY

Pacific Coast Office: 4823 W. Jefferson
Blvd., Los Angeles. Foreign Distributors
write Export Dept.—Cable Code "CISSELL".

CISSELL



Left: Entire hemline is inspected. Right: Check for even hemlines on all ladies' garments



Job Breakdown: Ladies' Dresses and Slipover Garments

IMPORTANT STEPS and KEY POINTS

1. Inspect left sleeve.

a. Keeping our inspection points in mind, we start at the bottom or cuff of the left sleeve and proceed up the arm, checking the underarm seam and the armhole.

2. Inspect across left shoulder, neckline, including collar and over and down right sleeve.

a. We should keep in mind that there should be no crease in a lady's garment except in a pleat. Not at the top or bottom of a dart.

3. Inspect front of blouse, down to waistline and down to hemline.

- Keep hands at sides of dress as much as possible.
- Turn up hemline and inspect entire hem at this time.

4. Reverse hanger and continue to inspect the entire back of the dress.

- Because there are so many variations in women's dresses there can only be this general rule to follow.
- There are many things to look for while going through this simple outline, like pleats, impressions, bias finishing, and finishing up with checking to see that the hemline is even.

Job Breakdown: Skirts

1. Check waistband and placket.

- Check lot tag which should be pinned to inside of waistband.
- Check for hooks and eyes, snaps, button and zipper working properly.

2. Check front of skirt.

- Check from zipper down side seam to hemline.

b. Check pleats for impressions.

- Check hemline all the way around for loose sections to be resewed.

c. Check right side seam and side of skirt.

d. Check right side seam and side of skirt.

3. Reverse hanger and inspect back of the garment.

Left: Pleats checked for smooth finish, no impressions. Right: For straight line, even hem



paper or printed forms to jot down certain things to be called to the customer's attention by the route salesman or counter girl.

It is certainly better to call permanent stains and other problems to the customer's attention rather than wait until she removes the garment bag to wear what she expects to be a completely satisfactory item of apparel.

What an inspector should do

The responsibilities of the inspector are myriad. To make the job easier, it is best that all garments come to this operator hanging in the same direction. That is, *all* the fronts or *all* the backs of all garments should be facing the inspector as they arrive at this station.

In the inspection of garments, this employee should check the lot tag. The tags should always be in a standard place on all garments (like the inside right sleeve seam of coats, jackets and dresses).

Upon completing the inspection, she should send the garment to:

1. Spotting department. If the garment is sent to the spotting department, a tag should be used to point out and perhaps identify the stain.

2. Repair department for buttons, etc. It is a good idea to check for spots before the sewing is done. Spotting should be done first.

3. Pressing department for touch-up, removal of double creases and other corrections.

In other words, the inspector should keep the lots in order. This operator should also check for spots, repairs and finishing quality. Seam impressions, rough dry areas, uneven hemlines, rolled pleats and other points will have to be evaluated on the basis of their importance as they are consistent with the quality standards of individual plants.

In any event, the standard procedure of inspection is a uniform procedure, depending upon the type of garment being checked. The job breakdowns give the methods recommended for these various pieces.

These instructions suggested are basic standards. There will be variations in certain plants but these ideas should provide the groundwork for step-by-step procedures. As has been stated, the extent to which you check your work depends upon the quality standards of the individual operator. Make certain the inspector understands *your* rules, so she can referee or judge the work fairly. # #

CISSELL

concentrated

vacuum does it!

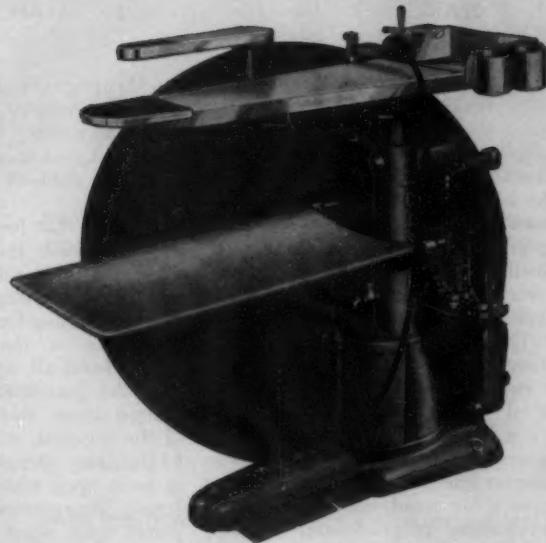
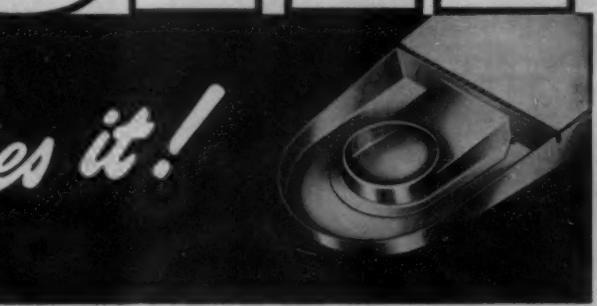


**Get amazing results with the
CISSELL VACUUM SPOTTING BOARD**

It has everything . . . dry, moist, or wet steam and a concentrated vacuum. Spot and dry large areas with ease. Cut wet-cleaning and re-cleaning to a minimum, eliminate feathering . . . sizing rings . . . discoloration . . . "blow-off" with dry steam. For quality work, provide your operators with the best in spotting equipment!

POWERFUL CONCENTRATED VACUUM . . . on tips of both spotting board and swinging sleeve board—keeps wetted areas under control . . . provides rapid drying in "dry" spotting. When solvents, soaps, bleaches are necessary, the white vitrolite top is unexcelled—it's white surface enables spots to be seen with ease.

Stainless Steel pan with fine nickel screen on tips of both spotting board and swinging sleeve board . . . sturdy, cast iron base . . . compressed air connection for hot air . . . height adjustable to suit operator.

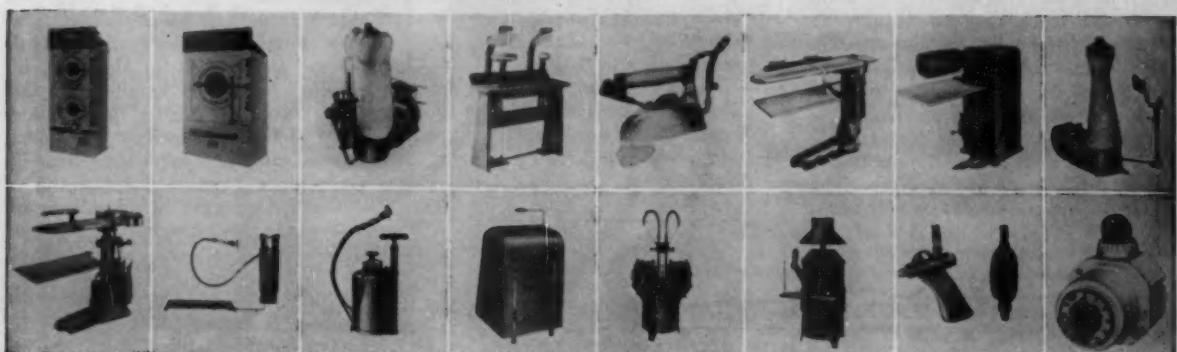


W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.
Foreign Distributors write Export Dept.—Cable Code "CISSELL".

Consult Your Jobber

Cissell Equipment in use the world-over





**"MY NEW AUTOMATIC WASHETTES
TURN OUT WORK FASTER—
MORE UNIFORMLY CLEAN"**

— says A. C. STAUFFACHER, owner of *Blackwell Laundry and Cleaners*, 421 South Main Street, Blackwell, Okla.

Mr. Stauffacher states his Automatic Washettes perform an outstanding service in his plant, turn out work faster with uniformly clean results, use less soap and supplies, less water, and give uni-

USERS AGREE...
Washette
by Cook
ARE TOPS



form rinses. His plant serves eight towns with pick-up stations and trucks, over a 50 mile radius.

Washette
CHECK THESE FAMOUS
Washette FEATURES

- All-welded stainless steel construction.
- Parts standard — available locally.
- Automatic Supply Injection if desired.
- Famous One-Dial Control with 28 Wash-Rinse Cycles.
- Fully automatic, semi-automatic or manual controls.
- Especially trained operators unnecessary.

**EASILY
INSTALLED**

Washette is completely wired and plumbed at factory; unskilled labor can install in less than half a day. Simply connect electricity, hot and cold water, overflow and drain. Washette is ready for immediate, profitable service!



Cook

MACHINERY CO., INC.
of DALLAS

by Cook

Commercial laundry and dry-cleaning plant operators are quick to recognize the many advantages offered by Washettes by Cook. Superb engineering and designing, simplicity, versatility, easy operation, inexpensive installation, ease of maintenance and cleaning are among the many Washette features that increased profits for thousands of satisfied users everywhere!

See our display in booths 362, 363, 364, 412, 413, 414 at the A.I.L. Diamond Jubilee, Chicago, Feb. 26-March 2.



Send For Free Brochure

COOK MACHINERY CO., INC.

4122-D COMMERCE STREET, DALLAS 26, TEXAS

- Please send at once literature about famous Washette by Cook.
 Please send name and address of nearest Washette Distributor.
Name _____ Title _____
Company _____
Address _____
City _____ Zone _____ State _____

mittedly in actual business dealings such a specific item-by-item allocation is seldom made while the parties are still negotiating. The business is sold as a unit and a specific item-by-item bill of sale comes later.

Moreover, from Joe's standpoint, since his entire gain qualifies as capital gain, it does not in general make too much difference how the allocation of the purchase price over the remainder of the assets is made.

Dave, the buyer, however, will want to allocate as much as possible to depreciable items such as the machinery and the truck so that he can in future years take larger depreciation deductions based on a higher tax cost.

Dave also wants little or nothing allocated to the name or to goodwill because no depreciation deductions are allowable on these items.

The allocation of purchase price among the various items by Joe and Dave, of course, is not binding on the Internal Revenue Service, but it is entitled to great weight if it is reasonable. For instance, prepaid expenses or standard supplies like bags or hangers would have to be sold about at replacement cost, but an item like a truck would be subject to a somewhat larger allocation, again within reasonable limits.

Something might also be allocated to the lease if the rental required is low enough so that it could be said that the leasehold was valuable. A lease calling for too high a rental (as compared with other available space), of course, is not a valuable asset at all.

But there is one other item that the buyer is usually interested in. "The trouble is, Joe," he says, "that if you open up across the street tomorrow, you could take away most of the customers. I want an agreement that you will not compete with me in the dry-cleaning business within a 25-mile radius for at least five years."

There is a tax danger for Joe to watch for in connection with any payments allocated to this agreement not to compete, as such payments do not qualify as capital gain. Joe is being paid, not for working, but for not working—still ordinary income taxed in full. But from Dave's tax standpoint these payments attributable to the agreement not to compete, unlike payments for goodwill or a trade name, are deductible (20 percent per year) by the purchaser of the business over the five-year term. Hence there is an area of disagreement here between buyer and seller—the buyer wishing to allocate a substantial portion of the otherwise unallocated purchase price to the covenant not to compete, while the seller wishes to allocate little or nothing to such a covenant.

In all events, the most important point for Joe to remember is not to let this question go by default.

Not infrequently Dave or some other purchaser may say, "Look, Joe, who has \$40,000 cash? How about \$8,000 down and four percent notes of \$4,400 each secured by chattel mortgages on the equipment, maturing one a year for the next four years?"

Although Joe may have a preference for getting his cash sooner, from a tax standpoint, under this plan, since the down payment is less than 30 percent of the purchase price of the items sold, he may take up his gain on the installment plan—that is, be taxed on the gain only when he receives it. The advantage of this procedure, of course, is that it spreads the capital gain proportionately over a number of years when Joe may be in a lower tax bracket and still lets Joe pay his taxes when he actually has the money with which to pay them. Assuming that Joe has other taxable income of only \$4,000 in the subsequent four years, the taxes payable would be about \$1,825 as compared with \$2,250 on the all-cash deal discussed above.

Another variation might be possible if Joe does not want to retire completely. The purchaser might propose a deal that called for \$20,000 cash and an employment contract for Joe to render part-time advisory and consultative services to the business for five years at a salary of, say, \$3,000 a year. At first this looks like \$35,000, but Joe remembers that the present value of the extra \$5,000 that he would have otherwise received, payable under these circumstances, like the bird in the bush is less than face value. Moreover, this \$3,000 per year will be ordinary income to him, and the net after taxes will be reduced by about half of Joe's top tax bracket rate. If we assume this is only 22 percent,

This article is not intended to supersede legal counsel, but merely to point out factors to consider when closing a sale. Your own attorney and accountant should be consulted on any such matter.

\$15,000 of ordinary income is worth about \$1,650 less to Joe than \$15,000 of capital gain.

The attraction of this method to the buyer, of course, is that taxwise he hopes to be able to take an ordinary business expense deduction for Joe's salary. These consultative and advisory contracts are frequently a little difficult to negotiate. The buyer wants a sufficiently binding contract to justify his tax deductions; the seller usually wants some payment made in case of his premature death and also wants the contract to let him do as little work as possible. After all, Joe doesn't want to risk being discharged for alleged cause and thereby lose part of what he thought of as part of the selling price of his business.

Finally, there is one way that Joe can avoid the tax on the gain arising from the sale of his business altogether, but it is a way that relatively few taxpayers would seize upon as a tax-avoidance device. At Joe's death, the assets of his business drop their original lower tax basis of actual cost less depreciation and acquire by virtue of the law a new tax basis equal to their fair market value at the date of death. So, if Joe's widow sells his business a few days after his death, her gain is only the difference between the value at date of death and what she sold it for—and, of course, this difference is probably negligible. But no attorney or accountant is going to advise his client that the best way to avoid taxes is to drop dead. # #



"You were right, Galine . . . 'and up.' "



**New advantages for truck owners
introduced in all-new
Dodge Power Giants for '58**

**Power, payload, economy and styling features
make Dodge 4-way leaders of low-priced 3**

Recent introduction of the new '58 Dodge *Power Giants* brings truck owners a series of the most outstanding advances in Dodge truck's 40-year history.

In power, for instance, Dodge offers three new *Power Giant* V-8's that provide up to 234 hp. . . . as much as 24% more than other low-priced makes. These extra-powered engines can take it easy under normal loads . . . keep going longer, too.

Payload capacities are up to an all-time high. Chassis construction features the elimination of excess weight while actually increasing strength. You get as much as $\frac{1}{3}$ more payload capacity.

When it comes to economy, Dodge sweeps the field because of its exclusive Power-Dome V-8 engine design that reduces harmful carbon deposits. This improves gas mileage . . . practically eliminates the need for major engine overhauls.

Dodge styling gives truck owners a real prestige bonus. Striking dual headlights, massive new grilles and luxury cabs are exceptional highlights.

All in all, truck owners would be well advised to check into the '58 *Power Giant* line-up before replacing or adding units. These Dodge trucks are definitely four-way leaders of the low-priced three.

DODGE *Power Giants*

SIGNS of the TIMES

Dun & Bradstreet Begins New Survey: About three million businesses in over fifty thousand cities and towns listed in the Dun & Bradstreet Reference Book have received requests for financial statements.

The information furnished in the statements is handled confidentially. It is made available only to subscribers of D & B who agree to hold all information in strict confidence and to use it only as an aid in determining the advisability of granting credit or insurance. These subscribers underwrite the entire cost of making the survey.

The agency is also offering a new booklet, "Opportunities for Growth in Small Business," which comments on the risks and rewards of small business in a dynamic economy. Single copies may be requested from J. Wilson Newman, President, Dun & Bradstreet, Inc., 99 Church St., New York 8, N. Y.

#

Tax Guide Available: Explanations and answers to most tax problems are provided in a new tax guide for small business. Among the subjects covered are accounting periods and methods, installment sales, inventories, business expenses, repairs and improvements, depreciation, traveling expenses, entertainment expenses, net operating losses, sales of fixed assets, social security and withholding taxes, self-employment taxes, excise taxes and others.

In addition, the guide contains a tax calendar for 1958, which should prove helpful to all businessmen throughout the year, since it indicates what to do and when to do it in regard to the various Federal taxes.

Copies are available from the Superintendent of Documents, Dept. T., Government Printing Office, Washington 25, D. C. The charge is 35 cents per copy.

#

Public Service: Kenneth I. Faulkner, owner of Faulkner's Cleansing, Melrose, Mass., is currently serving as a district governor of Rotary International, worldwide service organization, for the 1957-58 fiscal year.

At a recent meeting of the newly formed charter change commission in Orange, Tex., Frank R. Smith, owner of Smith's Reliable Dry Cleaners, was elected chairman.

Irving Kleinfeld, first president of the Neighborhood Cleaners Association of New York, has volunteered his services in cleaning and storing garments worn by American athletes in foreign competitions. Mr. Kleinfeld will carry on this work for the period of one year, when it will be assumed by another NCA member.

#

Allied Acquires Ridley, Flash: A newly formed organization, Allied Dry

Cleaners of America, has taken over the facilities and resources of Ridley Cleaners, Inc., Detroit, Mich., and Flash Cleaners, Inc., Sharon, Pa.

The new firm will maintain 50 plants and stores in a four-state area, with several more planned for early openings. Allied will operate the 30 southern Michigan outlets under the name of Ridley-Flash Cleaners.

Principal officials of Allied Dry Cleaners of America are John P. Emmett, chairman of the board and director of finance, and Paul Lansat, president and director of sales and operations.

Mr. Emmett was previously associated with Detrex Chemical Industries, Detroit, as assistant to the president and assistant sales manager of the Dry Cleaning Division. Mr. Lansat was formerly president of Flash Cleaners.

#

Norwegian Cleaner Studies American Methods: Norwegian Association of Dyers and Cleaners President Arne Nilsen visited the United States recently and learned about new machinery and equipment, plant layouts and organization, standard cleaning and spotting methods and distribution systems. In line with his association's aim to increase productivity in the drycleaning business, Mr. Nilsen is working with the Norwegian Productivity Institute. Mr. Nilsen was greatly impressed with his tour of the National Institute of Drycleaning.

#

Best Foot Forward: Attitudes and a state of mind rather than ledger figures and physical inventories are the essence of public relations. Good public relations is the responsibility of small as well as large business enterprises and can spell the difference between success and failure.

A new leaflet produced by the Small Business Administration and called "Public Relations for Small Business Owners" examines the subject in some detail. No. 27 in the series of Marketers Aids tells of the increasing awareness of public relations and advises businessmen to maintain cordial relations with all public groups.

Plan, organize, coordinate and con-



"Our route supervisor . . . overshot his budget for this month."

Year after year...

The ONLY press that *guarantees* you a profit!



The Pantex Hydro-Air

If you want *profits*—ask your Pantex representative
“how” and “why” Pantex Presses, both foot and air-operated,
can give you the profit assurance you need today, to meet
your increased costs of doing business.



Pantex

PANTEX MANUFACTURING CORPORATION
PAWTUCKET, RHODE ISLAND

trol for the entire firm, not for just one department or function. This is the advice offered to small businessmen by the SBA in a new Management booklet No. 87, called "Traps To Avoid in Small Business Management." The leaflet cites examples of bankruptcy in small manufacturing firms. These are taken from recent investigations conducted by the Bureau of Business Research, University of Pittsburgh.

Three kinds of poor management showed up repeatedly: poor financial planning because of inadequate records; poor sales management, including deficient product planning and market analysis, and poor general administration, culminating in expenses not covered by revenues. How to avoid management traps is outlined in the booklet.

Copies of these Aids are available from the Administration's field offices or from the headquarters of the Small Business Administration, Washington 25, D. C.

#

Employee Letters: If the idea of composing a letter to your employees fills you with dread, you may gather some helpful tips from "Better Business Re-

lations Through Letters to Employees." This new bulletin from the Business Relations Department of the United States Chamber of Commerce includes 35 samples of good employee letters. The booklet is priced at 50 cents a copy and may be obtained from the Chamber of Commerce at 1615 H Street, N.W., Washington 6, D. C.

#

Redesigned Shopping Districts Needed: With the growing popularity of suburban shopping centers, downtown retail sales have dipped sharply, according to Morris Ketchum, Jr., a partner in the architectural firm of Ketchum, Gina & Sharp. The problem, Mr. Ketchum states, has been further aggravated by "obsolete traffic patterns inherited from horse and buggy days" which discourage purchasers from using downtown shopping facilities. Mr. Ketchum discussed the situation at a regional symposium of the Industrial Designers Institute.

Mr. Ketchum urges that unsightly stores and offices be remodeled, adequate motor and pedestrian traffic arteries be assured, and off-street terminal facilities be provided. One solution to the traffic congestion offered by Mr.

Ketchum is the "pedestrian island" concept, projected for use in Boston, Philadelphia and Fort Worth. Under this plan central cores of the downtown shopping areas are sealed off from motor traffic, encircled with belt highways and redeveloped for pedestrian traffic only. Small electric buses are used to carry the weary, laden and infirm.

In spite of suburban population shifts there is plenty of commercial life left in central shopping districts, but drastic steps must be taken to ensure their preservation, Mr. Ketchum concluded.

#

St. Louis BBB Uses Radio Spots: The program sponsored by the St. Louis Better Business Bureau to promote understanding and cooperation among cleaners, laundries and retailers is in full swing. At last report 285 cleaners and laundries had subscribed to the program, which during the month of September handled a total of 40 cases.

To promote the campaign the Bureau has also instituted a radio spot series. The time is contributed by 13 radio stations, using 12 one-minute spot announcements. The industry is in this way receiving about \$2,000 worth of free air publicity.

N.I.D. NEWS

Judges for Spirit of Service Awards: The Institute has chosen a three-man panel of judges to decide the winners of the second annual "Spirit of Service" awards. They are Charles M. Mortensen, manager of the Trade and Professional Association Department of the United States Chamber of Commerce; Howard P. Hudson, director of information for the National Planning Association and editor of *The Public Relations Quarterly*, and Jack Anderson, junior partner and assistant to columnist Drew Pearson.

#

Complaint Stopper: Test methods for determining the colorfastness of dyed or printed fabrics to drycleaning and the durability of applied designs and finishes such as flock and metallic prints have been developed by the Technical Committee of the American Association of Textile Chemists and Colorists.

The drycleaning test methods committee completed the study. This group is headed by NID trade relations director Al Johnson. NID textile chemist Bob Graham is also a member. In the present state of approval the tests are called "tentative methods." If they prove acceptable after a year of trial they will be established as "standard" methods.

#

Group Insurance Offered: The first of three insurance plans to be offered by the Institute for members was recently announced. This program will provide group accident and health coverage, and guarantee taxfree income through periods of disability, irrespective of any other form of insurance that may be carried.

Complete information on the program may be obtained by writing to the Institute.



SAMUEL L. CORONIS

New Board Member Chosen: Samuel L. Coronis, Coronis Cleaners-Furriers, Nashua, N. H., has been named to the 12-man board of directors of the Institute. He will fill the unexpired term of James E. Robertson, who resigned as director of District No. 1, which encompasses the New England states.

Continued on page 80

Symbol of Quality...



FOR YOUR GARMENTS

BUILD PROFITS AND PRESTIGE

with *Vaultmaster*
Equipment and
"Polarized Care"

YOUR CUSTOMERS are willing to pay for "Polarized Care," the most modern method for storing and protecting furs and garments. It's a fact! Storage customers are quality minded and when their garments are entrusted to your plant for storage, they expect them to be stored under proper, controlled conditions.

THE VAULTMASTER is available in various sizes to accommodate any size storage vault. Haertel engineering service is available at all times anywhere in the U.S. or Canada. This service will save you many dollars in planning a new storage vault, or expanding your present facilities.

"Polarized Care" is the Symbol of Quality

THE PLANT-OWNER who has installed the Haertel Vaultmaster is assured of the finest in:

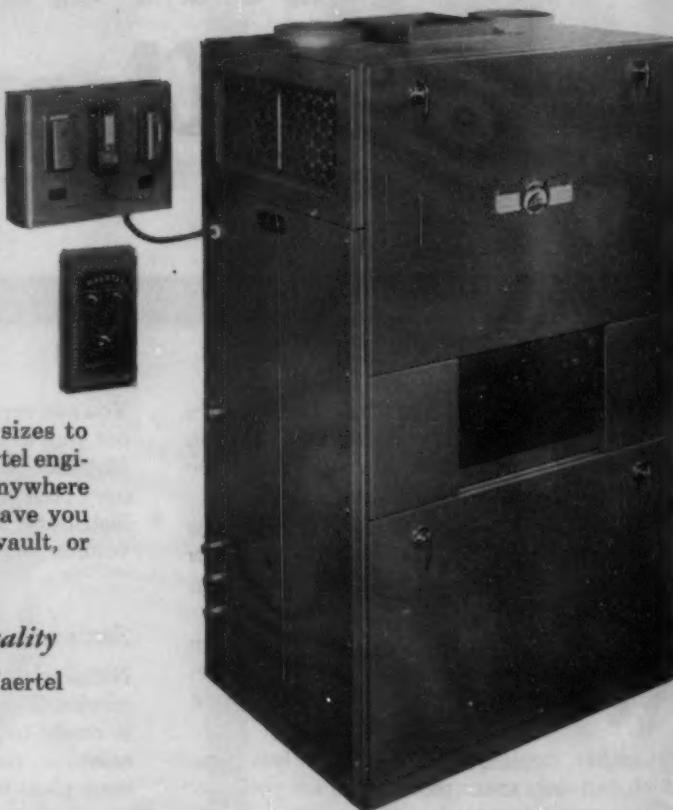
- POSITIVE TEMPERATURE CONTROL
- POSITIVE HUMIDITY CONTROL
- CONTROLLED FUMIGATION
- CONTROLLED VENTILATION

HAERTEL COMPLETE LINE...

When you invest in the Haertel Fur and Garment Storage line of equipment, you are in partnership with a firm which has experienced 27 years in fur and garment care. The Haertel line is complete... fur and garment cleaning equipment and supplies... storage equipment and fur repair service.

WALTER HAERTEL COMPANY

2840 FOURTH AVENUE SO.
MINNEAPOLIS 8, MINN.



WALTER HAERTEL CO., 2840 Fourth Ave. So.
Minneapolis 8, Minnesota

- Please send me the free storage vault Planning Kit.
 Have your representative contact us—No Obligation

Firm Name _____

Address _____

City _____ Zone _____ State _____

Signature _____

Adjusto-Deck Rack Fittings • Cleaning and Storage Supplies • Complete Storage Box
Program • Cooling, Fumigating and Ventilating Systems • Merchandising Aids.

**add capacity...
subtract time and labor**

**with HOFFMAN JET
Dry Cleaning**

With the H-Jet the "heart" of your Hoffman installation, work is speeded at every step. You get faster, better cleaning from the machine itself, and additional gain in work flow. Open-cylinder, single-door construction makes for easier, faster loading . . . no splitting or weighing of loads, eliminating extra handling, extra time and labor costs.

Furthermore, the compact H-Jet permits high speed production in small space . . . again reducing handling time along with space cost itself.

Altogether, you'll get more loads in less time, which can only mean more profit for you.

You can exploit your full potential by rounding out your dry cleaning department with efficient Hoffman production presses . . . there's one for every pressing operation. Your nearest Nicholson distributor will be glad to help you plan for the volume you want to handle.

Service you can depend on!

Nicholson places heavy emphasis on customer service. The Nicholson distributor organization is ready to provide the help you need . . . in sales . . . maintenance . . . parts . . . to keep your plant operating at top efficiency.

Profit from these EXCLUSIVE features of H-Jet Dry Cleaning . . .

1. FASTER, EASIER LOADING

36" open-pocket cylinder, single-door construction. No splitting or weighing of loads.

2. BETTER, FASTER WASHING ACTION

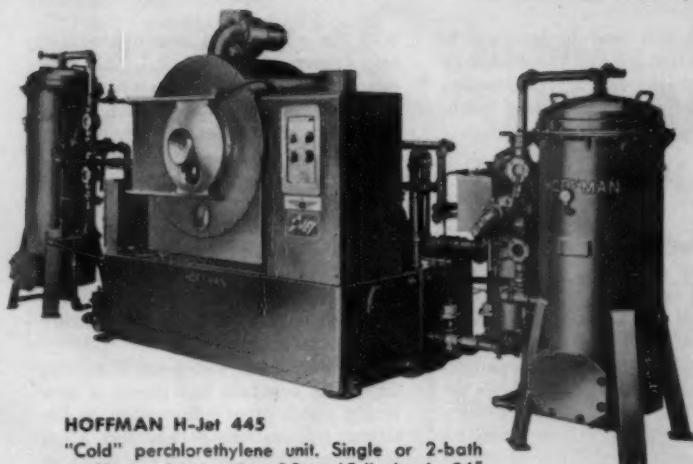
No dividers or partitions. Clothes get full, free drop into cleaning bath with each revolution. More thorough washing in a shorter cleansing cycle.

**3. FASTER, MORE THOROUGH EXTRACTION . . .
MORE SOLVENT RECLAIMED**

Exclusive Hoffman Jet Balancing keeps loads in constant balance in the extraction cycle at unmatched speeds—600 to 700 RPM! Removes more solvent, shortens extraction cycle.

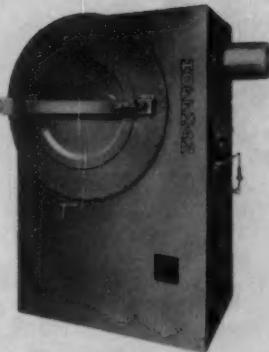
4. FASTER DRYING

Since more solvent is removed with H-Jet extraction, work is nearly dry for tumbling. Drying time is reduced, loads ready for finishing sooner.



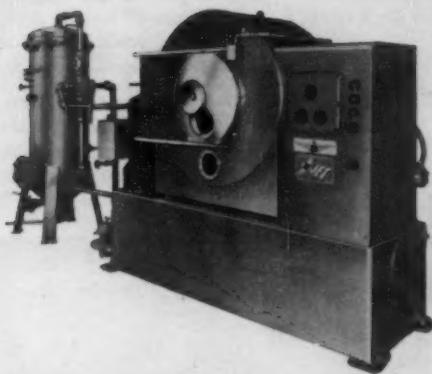
HOFFMAN H-Jet 445

"Cold" perchlorethylene unit. Single or 2-bath washing and extracting, 35 to 45 lb. loads. 36" open-pocket cylinder. 600 RPM extraction. Complete with filter and solvent piping.



HOFFMAN VAPOSAVER

A combination drying tumbler and solvent reclaimer for use with perchlorethylene units. Fast condensation system recovers solvent completely in built-in tank.



HOFFMAN H-Jet 245 and 290

Automatic washer-extractor petroleum solvent unit. Single or 2-bath systems. 36" or 48" open-pocket cylinder, 35 to 90 lb. loads. Complete with filter and solvent piping.



36" GREYHOUND TUMBLER

Fastest low-temperature drying in the small tumbler field. Thermostat regulator. Down-draft, suction type. Easy to load and unload...40 lb. capacity.

Get the capacity you need now...
and provide for future expansion. Turn to the H-Jet today!

A satisfied customer is our first interest

N

NICHOLSON

OF WILKES-BARRE, PA.

Distributors in all principal cities

W. H. NICHOLSON AND CO., General Sales Offices—12 Oregon Street, Wilkes-Barre, Pa.

N. I. D. NEWS

Continued from page 76

Work in Progress: In addition to her many other activities, Dr. Dorothy Siegert Lyle, NID's director of consumer relations, is writing a new book to be called "Focus on Fabrics." The first of the book's two parts will describe 180 fabrics, define each and list both the advantages and disadvantages in use; it will also suggest ways to identify each fabric. The second part will tell about maintenance problems.

"Focus" will be sprinkled with about 160 swatches, each 4 inches square. In addition, there will be about 170 photographic illustrations, 60 in full color.

When published the book will sell for \$27.50 to NID members and to nonmembers for \$35. Advance orders are now being accepted at the Institute.

#

Correspondence Course Announcement: A nine-lesson correspondence course, to be known as the Fibers and Fabrics unit, is now being offered by the NID. Formerly part of the Spot-

ting Course, this unit is designed to give the student a basic knowledge of fiber properties, fabric construction and fabric printing and dyeing methods.

#

Latest Bulletins: An efficient rinse need not be a lengthy process, and will depend upon the type of solvent and nature of the fabric, as well as on other factors. Such is the information given in "Rinsing Studies," Technical Bulletin T-364. The bulletin shows how some of the rinsing variables affect the detergent residue found on various common fabrics after drycleaning.

Technical Bulletin T-365 provides results on the performance of commercial water-repellent products available to the industry. Twenty-four products were tested at the Institute laboratories. As a service to members the NID will test individual drycleaners' processes to determine their effectiveness.

Designers should have a field day

with the advent of a new lightweight felt known as "Heartfelt." This new silicone-finished fabric has a nylon net center with wool and rayon fibers felted to both sides of the netting. This type of felt is called "reinforced" felt. Since drycleaners will soon be receiving garments composed of this fabric, the Institute shows in Fabric Facts Bulletin FF-38 how it may be recognized and what steps should be taken in handling it. Results of Institute drycleaning tests on the fabric are also included.

Continuing its series on Finishing Tips, the Institute has issued a new leaflet which gives information on finishing silk, rayon, cotton and other fabrics with conventional silk finishing equipment. The bulletin is Practical Operating Tips P-26.

Adapting a lot system to operations with varied sources of incoming volume, such as routes, branch stores and a plant store, is the subject discussed in Management Bulletin M-50. The second part of this bulletin shows the advantages of having a night depository in a drive-in operation. A sketch of a typical bundle drop is also given.

ASSOCIATION NOTES

Cleveland Group Picks Man-of-the-Year: Highest honor that can be granted to an individual member by the Cleveland Cleaners Institute has been awarded to Ben Orlove, Man-of-the-Year. More than 150 people attended the annual installation dinner given by the Institute to witness the award presentation.

Mr. Orlove, owner of Economy Dry Cleaning Company, Lakewood, Ohio, was recently elected president of the trade association, and has served more than 25 years in the drycleaning field. He has addressed over 1,000 students in the Greater Cleveland schools, explained to them the problems and processes of drycleaning and counseled them in the selection of clothing. He has also served as arbitrator for the Cleveland Cleaners Institute when debatable trade practices have occurred. Mr. Orlove was instrumental in founding the organization in 1948.

Other officers serving with Mr. Orlove this year will be Joseph Bando, first vice-president; Peter Ropos, second vice-president; John Yane, secretary; Herbert Collin, treasurer; Albin Gessner, assistant treasurer, and Charles Daw, sergeant-at-arms.

"How To Put Profit Into Your Sales Dollar" was discussed at a recent meeting by George Whitcomb, vice-president and general manager of the Fry Brothers Company. Mr. Whitcomb described how acutely sales volume affects the drycleaner's percentage of profits.

#

Canadian Launderers and Cleaners Meet: Members of the advisory council of the Dry Cleaners Institute (Ontario) Limited met recently with a special committee of the Canadian Research Institute of Launderers and

Cleaners, to discuss drycleaners and launderers association work in Canada.

The group approved a resolution favoring a unified Canadian association, comprising national, provincial and local organizations. It is hoped that future discussions will develop a method of organizing from the local association through the provincial or regional organizations and finally to a national association with the duties and responsibilities of each clearly defined.

#

Meetings Reported: Methods of improving service to customers were discussed at a recent meeting of the Southern Oregon Dry Cleaners Association. Also reviewed was state legislation affecting the drycleaning business. Speakers at the meeting included Ed Isensee of Cascade Laundry in

Klamath Falls, president of the state association, and Clarence Honn, Honn's Cleaners in Roseberg, a state association vice-president.

President Joe Boyd chaired a recent meeting of the South Texas Cleaners and Dyers Association. Members saw a demonstration of the charged system given by Luther Fry of Adeco, Inc., and reported on various business matters.

#

Elections Held: David M. Siden has been chosen president of the newly formed United Dry Cleaners group at Covina, Calif. William J. Reese was named treasurer.

#

Utah Group Again Sponsors Contest: This year the Utah State Cleaners Association will again hold a declamation contest for high school students with a winner's award of a \$350 scholarship. Last year's winner, Antoinette Pardini, also appeared at the NID convention in Atlantic City.

Each entrant prepares a speech about drycleaning after doing a required amount of research in a member plant. Then there is a contest within each participating school, and all students hear the talks on drycleaning. Later there are citywide, countywide and district contests to select the students who will compete for the state award. District winners receive prizes and the major scholarship award goes to the student whose presentation the association convention votes best.

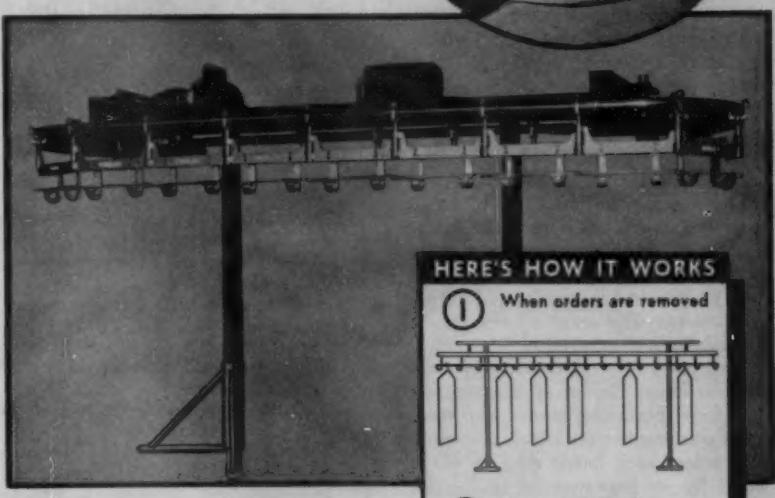
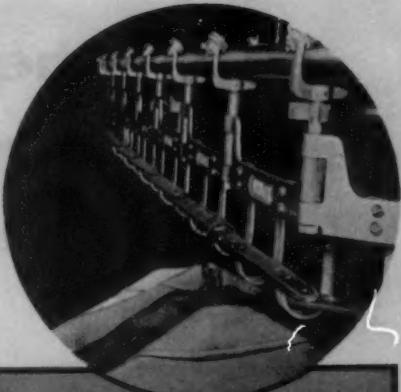
#

NCA Activities: Charles Bohnsack, Oswego County Cleaners, has been chosen president of the Oswego County chapter of the Neighborhood Cleaners Associations of New York. Oswego County was granted chapter status last fall.

In spite of snow flurries, 150 intrepid members attended the statewide Rochester meeting. Cleaning prices throughout the state were the subject under discussion during the morning session. Also covered were unclaimed customer goods, new insurance activity, promotion programs and reports by each of the NCA chapters. A panel discussion during the afternoon emphasized that new fabrics and finishes can be a boon to drycleaners rather than a threat. However, the quality of cleaning generally must be improved to meet the challenge, it was added.

new!

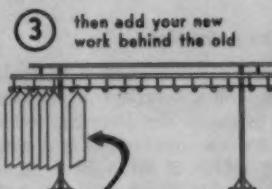
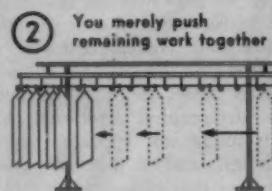
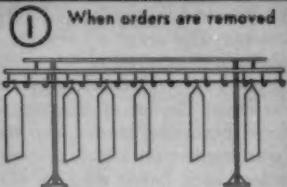
electrically driven SLICK RAIL for call office storage



NEW! U. S. Patent Pending "CONSEC-U-VEYOR"

Another White Machine first! It's an automatic storage rack and conveyor—yet it works like your slick rail. There are no "slots" or "barriers" to interfere . . . just continuous track (see picture above) that revolves electrically. You consolidate your work quickly, easily . . . always keeping garments in perfect consecutive order.

HERE'S HOW IT WORKS



... always maintaining perfect consecutive order of work!



World's Leading Makers of
CALL OFFICE CONVEYORS
Garments • Shirts • Laundry
... and the famous "U-DIAL"

WHITE MACHINE CO.

14th St. & Lafayette Ave., Kenilworth, N. J.

N-18

Without obligation, please send complete information on
your call office conveyors.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

YOUR JOBBER _____



WHITE MACHINE COMPANY, INC.
KENILWORTH, NEW JERSEY

What the Filter Pump Means To GOOD CLEANING—

Here are some factors when selecting equipment

ALTHOUGH PUMP APPLICATION is the subject of this article, it will be necessary to explore several other areas of the drycleaning machine in order to adequately understand the problems involved.

The selection of machine components is usually a complex undertaking. The function of each component must be related not only to the prime function of the machine itself, but also to the requirements or limitations that may be imposed by one or more other components. The resulting selection is necessarily a compromise.

This close interrelationship of components keeps the art of machine design from becoming static. The need for a compromise on which a component selection is based may be eliminated by an improvement in the design or performance of just one part of the machine. Therefore, it must be emphasized that this analysis of pump selection is based on the design of a modern drycleaning unit-type machine. It might not apply to yesterday's design, and it probably won't hold true for that of tomorrow.

What the pump does

The prime function of the circulating pump on a synthetic drycleaning unit is to cause the cleaning solvent to flow from a supply tank to a washer, from which it flows back to the tank by gravity. The flow through the washer must be maintained at a rate consistent with good cleaning action and yet within the limitation imposed by the capacity of the washer. The pump must be capable of maintaining this flow against the resistance of pipe friction and against the variable resistance of the filter, throughout the cleaning cycle.

Thus, the area of pump performance can be defined by considering the limitations described above. The optimum flow rate is a compromise based primarily on the minimum requirement of adequate solvent cleaning action and on the maximum rate compatible with the capacity of the washer and filter.

POINTERS ON PUMP MAINTENANCE

MODERN PUMPS applied to drycleaning service are designed to require a minimum of routine maintenance by the operator. This is consistent with the industry trend to automate the drycleaning process and thus free the operator to concern himself with the myriad other problems encountered in conducting a business.

The impeller passages must be clear and free of blockage. Obviously, then, it is important that lint, buttons and other solid particles be prevented from entering the impeller. This can be accomplished through the use of an adequate suction strainer and a program of systematic clearing of the strainer baskets.

Should the impeller become plugged, as evidenced by reduced flow and low filter pressure, it will be necessary to disassemble the pump in order to clean the vane passages manually. This is an expensive procedure that should be anticipated and avoided.

Have you ever tried to sip through a soda straw that has a hole in it? Or draw on a cigarette that has been punctured?

A leaky suction line presents the same problem to a pump. If it can operate at all, its performance will be very poor.

The packing or mechanical seal that serves to prevent fluid or air from passing in or out of the pump housing along the shaft is another factor in maintaining a tight suction. Mechanical seals are preferred in modern pumps because they prevent leakage entirely, whereas packing depends on a small, controlled leakage for lubrication and cooling. The mechanical seal requires no maintenance; it is self-lubricating. It does wear, however, and is, therefore, expendable. Normal

mechanical seal life on average drycleaning service should be in excess of a year and can be as much as two to five years if the fluid being handled is not excessively gritty.

The symptoms of mechanical-seal failure are similar to those resulting from a suction-line leak; i.e., reduced flow and low filter pressure. These are usually accompanied by evidence of fluid leakage out of the pump housing at the seal location. The only medicine is to replace the entire mechanical-seal assembly, following the manufacturer's instructions carefully. An improperly installed mechanical seal will usually fail in a very short time.

Bearings are often of the "prelubricated" type which require no maintenance; therefore, no provisions for lubrication are included on the unit. If grease fittings are provided, it indicates that the bearings do require periodic maintenance, but it is critically important that the manufacturer's instructions be followed in detail. More bearing failures result from over lubrication than from neglect. Restrain with the grease gun will save money.

Electric motors are usually maintenance-free if properly installed. This is not a do-it-yourself item, and a qualified electrician should handle all problems concerning motors. Pump and motor life and performance will be adversely affected by inadequate wiring, low voltage, inadequate overload protection, or installation in a location that does not provide adequate ventilation for cooling the motor.

These problems should be dealt with by qualified personnel before installation, as this will save money, maintenance and down-time for the operator during the years of operation he can expect from his machine.

The range of pressures against which the pump must perform varies directly with the condition of the filter. A maximum pressure limitation related to filter performance will be described later. The minimum pressure

exists when the filter is entirely clean.

There are other considerations that bear on pump selection. On-the-premises cleaning makes quiet operation desirable. It also imposes a need for minimum maintenance, because it is



Order the
BIG NEW
DIAMOND
drum for
stabilized
PERCHLOR-
ETHYLENE

There's a bright, new design on the outside . . . but inside is the same high-quality DIAMOND perchlorethylene with its remarkable stabilizing agent.

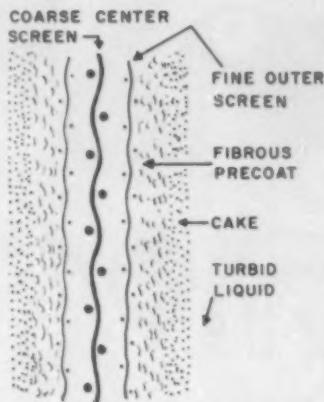
It can be distilled and re-used many times with minimum loss . . . and you get the same big 52½ gallons in every drum, still at the lowest possible initial cost.

Order DIAMOND perchlorethylene now . . . its uniform quality cleaning results boost your sales by bringing satisfied customers back, again and again.

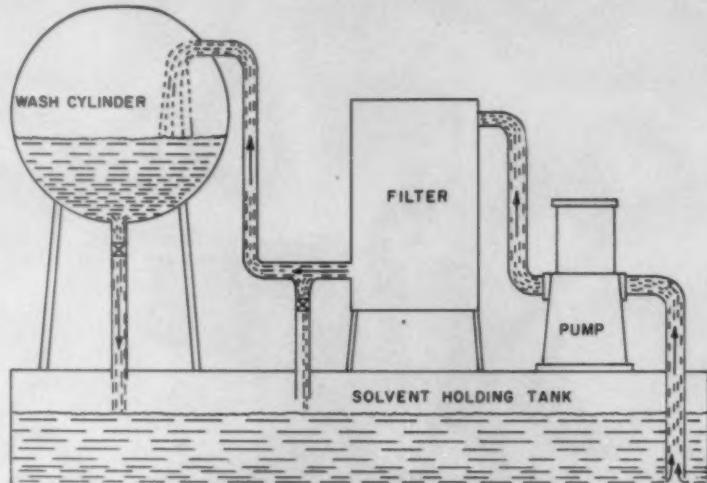
Ask your DIAMOND Distributor for this superior solvent. Or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**



Schematic view of filter cake on screens



Typical circulation system of a synthetic washer

not likely that an individual cleaner will employ a maintenance crew. Also to be considered is the life cycle of a pump handling a gritty fluid, because frequent replacement or repair resulting from erosion of parts becomes expensive in down-time as well as material costs.

It is also essential that the pump be capable of automatic priming from a suction lift condition, because most modern units utilize the supply tank as a base for the other components.

This general description of the part played by the pump in the circulating system can now be expanded by taking a closer look at the other components which have been briefly mentioned. A basic understanding of each will be essential for making a reasonable pump selection.

Tank serves as base

It has been stated that most modern package-type machines utilize the solvent supply tank as a base plate for other components. It follows that the pump will be located on this base and must, therefore, prime itself and perform properly on the suction lift condition this creates.

The dimensions of the supply tank, quite naturally, vary from one make of machine to another. A limited base-plate area is common to all, however, and makes compact design of components a strict requirement. The pump should be as small as possible, and its design should afford the designer the maximum flexibility in providing for its location on the base.

Similarly, it is desirable that the priming principle of the pump be such that it can accommodate a variety of tank depth dimensions without requir-

ing the use of nonstandard parts or designs. A component that is "special," or nonstandard, is not only more expensive but difficult to repair or replace in a hurry.

The washer performs its function by providing a vehicle in which soiled clothes may be immersed in cleaning solvent. It further assists the solvent by tumbling or agitating the garments in a manner that exposes all surfaces to the solvent action.

Effect of flow rate

The solvent flow rate through a washer is of critical importance. It is usually referred to as the solvent "turnover rate." Research has determined that adequate cleaning requires 30-60 solvent changes per hour. This effectively moves the dirt-laden solvent out of the washer before the dirt can be redeposited on the garments. It also establishes the minimum flow rate required of the pump when turnover is related to washer capacity.

Another factor in cleaning effectiveness is the maintenance of a critical solvent level in the washer. Most washer designs utilize an overflow or bypass of such size that all solvent not needed to maintain the proper level is diverted directly back to the supply tank. The capacity of these devices can be exceeded by too high a flow rate, of course, and this will result in a rise in the solvent level. Too high a solvent level reduces the turnover rate and causes redeposition. Too low a level, of course, provides insufficient solvent action. Either condition results in cleaning of poor quality; therefore, it is essential that the pump maintain the flow rate within these limits.

From a "pump's-eye" view, a filter is nothing but a variable resistance to flow against which the pump must work. Actually, of course, the duty of the filter is to remove all solids and foreign material from the solvent, before it is returned to the washer during the cleaning cycle. It is the filter that makes possible the continuous reuse of solvent, so there can be little question that the filter is a vital part of the circulating system. Filter performance, however, is so closely related to pump performance that major consideration must be devoted toward blending the functions of the two.

Existing filter designs are myriad. Most drycleaning machines use diatomaceous-earth types. There are numerous design subdivisions of these, such as flat-screen, tube or bag types.

Essentially, the filter comprises a shell which houses a number of filter "elements." The solvent is introduced into the shell and passed through the filter elements. It is at this point that the solid particles are removed and the clean solvent is directed out of the filter shell and into the washer.

The filter element is normally a fine-mesh screen or tube which serves to support the filter "cake." This cake is formed by introducing a prescribed amount of filter powder (diatomaceous earth) into the circulating system and allowing it to pass into the filter shell. Some of it will be caught in the mesh of the filter element and will begin to form the porous mass called the cake. The remainder that passes through will be caught on a subsequent pass, and thus the filter cake is ready for action.

A slow-motion study may serve to describe the action of the filter. We

Continued on page 88



YOU CAN EARN

\$15 to \$50

extra money

in "on-location" jobs!



CAR INTERIORS



CHAIRS AND DAVENPORTS

THE MULTI-CLEAN "Professional"

Everything you need
in one case!



(Non-tip 4-caster dolly is optional)

Figure it this way: if you charge \$15 for a davenport and chair . . . \$25 for a car interior . . . \$5 for a flight of stair carpeting . . . how much extra money could you earn today with the new Multi-Clean "PROFESSIONAL" Upholstery Cleaning Unit? It could be \$15, \$35 or \$50 extra. On many jobs you will double your money.

The "PROFESSIONAL" is a compact, all-in-one unit you can take along on every rug and carpet cleaning job. And the extra money it earns involves no extra cost to you for selling, transportation, or setting up for the jobs.

First, you'll use the "PROFESSIONAL" for better faster finishing of wall-to-wall carpet jobs. Its small, lightweight (only 6 lbs.) cleaning head gets into tight corners . . . curved, irregular surfaces . . . all hard-to-reach areas. Second, it scrub-shampoos upholstered furniture swiftly, safely, beautifully.

The cleaning head contains pump, finger-tip controls, and motor which powers the 5-inch nylon brush and the pump at non-splattering speed. You can start, stop, feed shampoo at will. Tank, built into carrying case, holds 2 1/4 gallons of shampoo.

Want prices and details on this 24-lb. money maker? Mail coupon below!

MULTI-CLEAN®
PRODUCTS, INC.



MULTI-CLEAN PRODUCTS, INC.

2277 Ford Parkway, Dept. NC-2B-18, St. Paul 16, Minnesota

- Gentlemen: Tell me more about the "PROFESSIONAL" and how it will increase my profits.

I'm also interested in: Scrubber Industrial Vac Shampoos

Name.....

Address.....

City..... Zone..... State.....

Coming in March . . .

Another NATIONAL CLEANER & DYER "First":

GUIDE TO MOTIVATION

The 1958 Guidebook of the Drycleaning Industry

With the Field's Only Complete, Standard Buyers' Directory

"MOTIVATION"—theme of your big 1958 Guidebook, coming in March—means

**MAKING MORE PEOPLE
WANT THE SERVICES
YOU SELL!**

And the 1958 Guidebook will tell you how to organize and conduct your own motivation program — handled efficiently and with results by yourself and every member of your plant team who has any kind of contact with the buying public.

"Motivation" is the modern key to building business and holding it. As new as today and tomorrow, it is next in the long line of Guidebook themes that have helped establish NATIONAL as the top publication in the drycleaning field.

In down-to-earth terms and with plenty of illustrations and case histories, "Motivation" will be your practical blueprint for putting 1958 techniques to work with all

- route personnel
- store personnel
- promotions
- advertising
- publicity
- packaging . . .

in other words, with just about every individual and phase of your operation that can impel more customers to bring you more business, steadier business, more profitable business!

**"MOTIVATION" IS THE SALES-BUILDING FORCE
DEVELOPED BY SALES-BUILDING EXPERTS—
AND NATIONAL CLEANER & DYER'S 1958 GUIDEBOOK
PUTS IT INTO COMPACT, HANDY TEXTBOOK FORM—
FOR QUICK, EASY APPLICATION, BOTH INSIDE AND OUTSIDE YOUR PLANT**

In addition, your 1958 GUIDEBOOK includes

THE INDUSTRY'S ONLY COMPLETE, STANDARD BUYERS' GUIDE

NATIONAL's 1958 Guidebook brings you the only buyers' directory available to the field—more than 130 pages—listing thousands of items of helpful buying information—where-to-do-business facts you can use day-in, day-out for 12 solid months. This part of the Guidebook contains the

CLASSIFIED DIRECTORY—listing all kinds of drycleaning equipment and supplies by product . . . with manufacturers of each . . . a constant, easy-to-use, ready reference on who makes it and sells it

TRADE NAME DIRECTORY—alphabetical listing of trade name products and their manufacturers . . . a quick means of tracking down the source of "trade name" equipment and supplies

MANUFACTURERS' DIRECTORY—alphabetical listing of manufacturers and their home office addresses . . . full information on where to contact companies listed in the classified and trade name directories

LOCAL BUYERS' GUIDE—geographical listing of manufacturers' branch offices, distributors and jobbers, with addresses, arranged by cities and states . . . a practical direction-finder for contacting the nearest source of equipment and supplies

DETAILED BUYING INFORMATION—supplied in display advertising and in informational ads throughout the Classified and Geographical Sections . . . providing an opportunity for leading manufacturers and sales organizations to state specifics on their equipment, supplies and services

AND YOUR OPERATING GUIDE

This big section brings you up-to-the-minute reference material for day-in, day-out easy application by yourself and every one of your key employees.

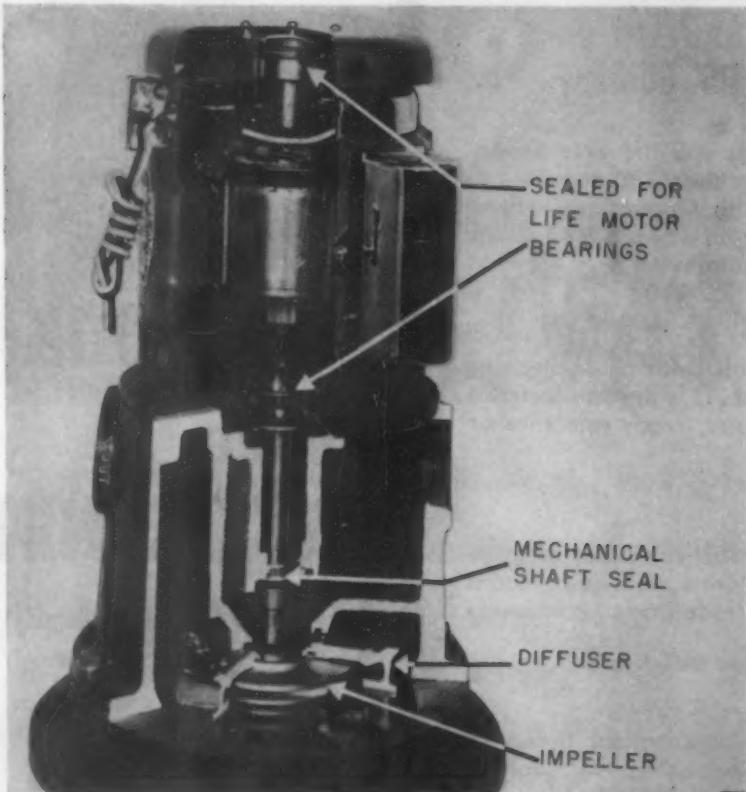
In NATIONAL's customary authoritative style, it provides you with page after page of charts, graphs and tabulated information covering all phases of drycleaning operation and production.

**THERE'S
ONLY
ONE
GUIDEBOOK
of the
DRYCLEANING
INDUSTRY**

**IT'S
PUBLISHED
by
NATIONAL
CLEANER
& DYER**

*First in the
Drycleaning Industry
Since 1910*

**305 East 45th Street,
New York 17, N. Y.
OREgon 9-4000 ABC/ABP**



Courtesy Marlow Pump Division of Bell & Gossett Co.

Cross-sectional view of one type of pump

Continued from page 84

can picture a small cross-section of the filter element with the filter cake held against it by the action of the solvent flowing through it. The cake is loose and porous, offering little resistance to flow. Now, if dirt-laden solvent, recirculated from the washer, is passed through this element, the solid particles will be held by the cake, because the passages it provides are too small for these particles. Each particle that is caught, however, effectively blocks that portion of the cake, and the solvent must find other passages. Thus, the resistance to flow will begin to increase, and the pump must operate at a higher pressure in order to maintain the flow rate.

It can be seen that the pressure will continue to increase as the cycle progresses. A point can be reached at which this pressure begins to compress the filter cake itself. This results in a further reduction in the number and size of flow passages through the porous cake and, therefore, causes a further increase in pressure.

If allowed to continue its build-up, the pressure could eventually force foreign solids into the mesh of the filter elements, and the resulting plugging or fouling would present a cleaning job of major proportions. It is cus-

tomary to stop the filter cycle well in advance of this condition in order to remove the dirty filter cake and replace it with a fresh one.

The filter cycle is considered to be the operating time between cleanings and, quite naturally, long cycles are desirable. Pump performance has a direct bearing on cycle duration.

In the preceding paragraphs we considered only one segment of a filter element. The size of a filter is based on the total surface area of all of its elements.

From the foregoing discussion, it can be seen that the flow rate is critical. Too high a flow rate would result in compression of the cake at an early point in the cycle, thus reducing cycle duration. The velocity of the suspended particles would also be higher, with the result that some particles could be rammed through the cake and carried back into the washer, thus reducing the degree of effectiveness of the filter.

It has been determined that the maximum flow rate for good filtration is about 35 g.p.h. per square foot of filter area. With this figure established, it becomes possible to size the filter properly to the flow-rate requirements of the washer.

This discussion has uncovered fur-

ther limitations on pump performance. Maximum and minimum flow rate requirements have previously been established with relation to washer capacity and solvent action.

Now, assuming that the filter has been sized properly for the machine, this range of flow rates must therefore be maintained against the varying resistance presented by the filter, and that this must be accomplished without exceeding the limitations of the filter.

When the filter is clean, its resistance to flow is small; therefore, the characteristics of the pump must be such that it will not assume a pumping rate in excess of the maximum allowable for good filtration. When the filter is dirty, however, and its flow resistance is high, it is essential that the pump be capable of maintaining the minimum allowable flow rate for adequate cleaning.

A pump that can maintain a constant flow rate against varying pressures would be desirable, but this gives rise to other problems which will be discussed in the following section concerning solvents. It should be realized also that the pump must not develop a pressure that will result in fouling of the filter elements.

Effect of dirty solvent

The solvent performs the function that gives rise to the need for all other components: it cleans soiled clothes. To the pump, however, it is a fluid that dissolves its gaskets, carries grit that erodes its working parts and just wears it out in general.

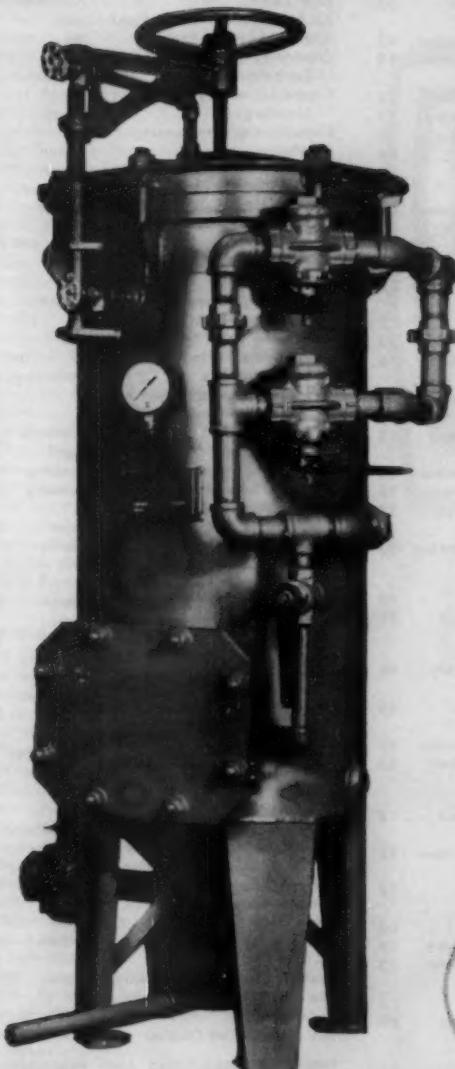
The grit and foreign solids, such as pins or buttons, which are normally suspended in the solvent passing through the circulating pump, cause erosion of the parts with which they come in contact and are especially destructive to close-clearance design. Close clearances are not conducive to long life or infrequent repair.

The fact that constant capacity against varying pressures, as mentioned previously, is a characteristic attendant to close-clearance design poses another compromise. If both long life and constant capacity cannot be achieved in a single design, some middle ground must be sought. It has been indicated that some variation in flow rate can be tolerated, so a flexibility of choice does exist here.

It will suffice to say that the pump manufacturer must be familiar with the hydraulic characteristics of petroleum and synthetic solvents. These fluids can have harmful effects on some materials that could be used in the construction of his pump.

Continued on page 95

*If you spend over 5 minutes a day cleaning filters --
They're costing you money!*



Olson filters can be thoroughly cleaned in 1 to 3 minutes—automatically! This greatly increases productive time of both men and machines, builds bigger profits for you.

Operation is fantastically simple. No dismantling, changing bags or scraping screens. Just set controls to backwash position and start pump.

Pump forces liquid back through tubes (from the inside out), knocks off dirty filter cake and allows it to settle to the cone of the filter. If sludge packs or hardens and cannot be removed by gravity or normal pressures, a specially designed agitator completely dislodges and breaks down caked or solid dirt for easy removal.

Complete cleaning process can be done without even opening the filter—saves hours of messy, time-consuming work. You start each day with a new filter.



Write for free illustrated booklet containing full details including engineering data, sizes and specifications.

OLSON FILTRATION ENGINEERS

DIVISION OF THE AMERICAN LAUNDRY MACHINERY COMPANY, CINCINNATI 12 OHIO

FILTERS — STILLS

Index to 1957 Articles In The National Cleaner & Dyer

	Issue	Page	Issue	Page	Issue	Page		
ACCOUNTING			CUSTOMER RELATIONS		DRIVE-INS			
Account Records	March	74	A Winning Game	December	18	Filing Cuts Invoice Loss	October	20
Business Decisions That Affect Your Tax Return	February	58	Advertises New Equipment	November	19	Formal Gowns Spotlighted	October	16
Can Supply Costs Be Controlled?	June	78	After-Hours Drop Service	July	18	Iceman Sign Builds Sales	February	22
Cost Percentages for the Year 1955	March	118	Call-Office Conversation Piece	June	16	Mannequin Proves Eye-Catcher	July	18
How Budgets Help Sales Control	March	91	Counter Girls—Front Line of Your Public Relations	April	62	Planning Insured Their Future	July	51
How To Gear Simple Accounting to Sales Control	March	73	Creating a Quality Atmosphere	December	42	Revolving Salesmen Promote Sideline Services	December	14
How To Reduce Sales Costs in Stores	July	62	Customer Coffee Break	November	19	Revolving Sideline Display	April	30
How To Use Cash Control for More Profits on Routes	March	64	Customer Relations Program Instituted	October	78	Self-Kidding Signs Liked	January	20
Invoice Machine Saves \$1,000 a Year	August	40	Customer Safety	February	32	Sign Emphasizes Automation	July	18
Let's Look at the Record	March	78	Free Parking Meter Money	May	20	Sign Sells Service	April	30
Uniform Accounting Classification	March	81	Garment Inventory Reduced	June	24			
Uniform Accounting for Drycleaning Industry	March	81	How Plant Tours Can Pay Off	July	44			
ADVERTISING (See "Sales Promotion")			It's Good Business To Say "Thanks"	November	56			
AIR CONDITIONING (See "Ventilation")			Leaflet on Counter Courtesy	March	16			
ALTERATIONS (See "Repairs")			Lollipop Box Scores With Youngsters	June	16			
ASSEMBLY (See "Marking and Assembly")			New Arrivals Get Name Plates	April	32			
CLAIMS			New Plant Starts Off With a Bang	June	60			
How Claims and Complaints Affect Sales Control	March	88	One Step Ahead of the Rest	November	73			
CONSTRUCTION			Shirt Reminders	October	16			
Arc Unites Call Office and Plant Area	October	20	Should Labels Identify Fiber Content?	September	78			
Consider These Five Points When Selecting a New Plant Location	July	58	Spurs Once-a-Week Cleaning	September	18			
Keep It Cool	October	30	Star Watchers	October	16			
Parking Angle	December	14	Tags Tease Customers Into Recognition	December	14			
Service Station Conversion	August	18	Take Your Pick	November	19			
This Is No Gamble	May	30	Valuation Agreements	January	32			
Traffic Turn-Around Pleases Customers	October	37	What Makes a Woman Buy Drycleaning?	September	95			
CONSUMER EDUCATION			DELIVERY AND DISTRIBUTION					
Camel's Hair Notes	December	10	Liability of Parcel Deliverers	July	96			
Campaign To Curb Home Drycleaning	February	16	Theft by Deliveryman	August	81			
Consumer Education	February	16	DE LUXE CLEANING					
Consumer Education	July	80	"The Best Is the Cheapest!"	January	66			
Consumer Education	December	10	Can Tie Cleaning Alone Be Profitable?	June	46			
Consumer Education	January	16	Creating a Quality Atmosphere	December	42			
CUSTOMER CONTROL			Put Romance in Ad Copy	February	22			
Customer Control in the Cash-and-Carry Plant	March	60	DIRECT MAIL					
How Management Uses Customer Control	March	62	Cleaner Mails House Organ	August	18			
Name Plate Speeds Invoicing	July	24	Creating a Quality Atmosphere	December	42			
Record Setup Saves Steps	July	24	Greeting Cards Serve a Purpose	June	16			
Sales Control and Your Customer	March	58	New Plant Starts Off With a Bang	June	60			
Supplementary Advertising—Part VII, How To Sell by Mail	August	50	Put Romance in Ad Copy	February	22			
		Supplementary Advertising—Part VII, How To Sell by Mail	August	50				
		DISPLAY						
		Cartoons Sell Service	February	22				
		Creating a Quality Atmosphere	December	42				
		Displays Sell Quality	September	18				
		Display Shelves Make It Easy To Buy	February	22				

	Issue	Page
Illegal Picketing	January	32
Lunch Area Boosts Employee Morale	February	28
Moonlighting	September	24
New York State Raises Minimum Wage	April	16
Routemen—Keep 'Em Selling Salespeople—Where Do You Find Them?	April	56
Source of Employees	November	24
Wage Incentives	March	117
ENGINEERING (See "Maintenance")		
Belt and Pulley Calculations	March	128
Boiler Efficiency	March	121
Boiler Efficiency Chart for Fuel Oil	March	122
Boiler Efficiency Chart for Natural Gas	March	121
Boiler Efficiency Chart for Soft Coal	March	122
Boiler Heat Balances	March	124
Capacities of Tanks	March	128
Coal and Oil Costs Compared	March	123
Computing Oil Consumption When Coal Consumption Is Known	March	125
Computing Tank and Jar Capacities	March	128
Control Panel Improves Cleaning Quality	August	22
Diesel Fuel Consumption Easing Traffic for Electrical Highways	March	122
Efficiency Table Based on Evaporation	August	66
Flexible Metal Hose	March	126
Free Hot Water	October	20
Gallons of Water To Feed Boilers	March	124
How New Boiler Cuts Fuel Costs	August	36
How the Pump Works	November	42
Losses from Boiler Scale	March	124
Open-Air Power Plant	September	20
Proportions Between Feed Pipes and Main Lines	March	126
Sizes for Boiler Combustion Chambers	March	124
Steam Cost Chart	March	124
Steam Temperatures at Various Pressures	March	122
Trap Capacities	March	127
Weights of Oils and Solvents	March	122
What You Can Do To Make Your Portable Electric Equipment Safe	May	67
FABRICS		
Acid Deterioration	November	12
Acid Fading	July	94
Australian First	December	10
BBB Urges Crepe Labeling	October	78
Burning Tests for Natural Fibers	March	114
Burning Tests for Synthetic Fibers	March	112
Camel's Hair Notes	December	10
Canadian Fabrics Committee	January	16
Canadian Fabrics Committee	October	78
Color Loss on Acetate	November	12
Current Literature	December	91
Fabric Facts—Part VIII		
How To Identify, Clean, Spot and Finish Thermoplastics	January	46
Fabric Facts—Part IX		
How To Handle Miscellaneous Fibers and Materials	February	68
Fabrics Talk	December	88
Featherweight Interlining Marketed	November	24
"Leather" Cleaning Methods	December	66
The New Textile Finishes	November	98
Recommended Finishing Ranges	March	113
Restoration of Dynel	February	116

	Issue	Page
Should Labels Identify Fiber Content?	September	78
Shrinkage and Fading	July	94
Sizing Rings	November	16
Steam-Line Sizes	March	113
Surface Dye Loss	April	81
Synthetic Fabric Looks Like SealSkin	January	16
Synthetic Fibers—Methods of Handling	March	113
Table of Synthetic Fibers	March	112
Tags Spotlight New Finish	December	10
Water-Soluble Sizing	December	66
FILTRATION		
The Charged System	March	95
Solvent Filtration	March	100
Use and Characteristics of Sweeteners	March	101
Use of Activated Carbon	March	102

	Issue	Page
FINISHING		
All That Glitters Is Not Gold	July	30
Big Changes Bring Big Savings	June	36
Drapery Holders Gives Professional Touch	January	28
Fabric Facts—Part VIII		
How To Identify, Clean, Spot and Finish Thermoplastics	January	46
Fabric Facts—Part IX		
How To Handle Miscellaneous Fibers and Materials	February	68
How To Sell a 28-Cent Shirt In a 22-Cent Market	November	40
Recommended Finishing Ranges	March	113
Steam-Line Sizes	March	113

Continued on page 92



Hundreds of plantowners over the past few years have proven dry storage to be safe, sure, practical.

You, too, can save thousands of dollars with this new storage idea by Reliable.

And, you can see real profits in a few months because of . . .

No Costly Refrigeration!

No Costly Installation!

No Costly Insulation!

Inexpensive Construction!

For cloth, wool, boxes, furs and rugs.

Write for details.

RELIABLE MACHINE WORKS, INC.

231 Eagle Street, Brooklyn 22, New York

Over 40 years of leadership in designing and manufacturing for cleaning, glazing and storage equipment.

Continued from page 91

	Issue	Page		Issue	Page		Issue	Page
Your Guide to a Profitable Household Department — Part I, How To Finish Slip and Pillow Covers	June	30	Part I, How To Finish Slip and Pillow Covers	June	30	Liability of Parcel Deliverers	July	96
Your Guide to a Profitable Household Department — Part II, How To Finish Curtains	July	72	Your Guide to a Profitable Household Department — Part II, How To Finish Curtains	July	72	Lien Rights	July	96
Your Guide to a Profitable Household Department — Part III, Easy Way To Do Drapes	August	72	Your Guide to a Profitable Household Department — Part III, Easy Way To Do Drapes	August	72	Lower Duty in Canada	March	10
Your Guide to a Profitable Household Department — Part IV, Easy Way To Finish Bed Coverings	September	36	Your Guide to a Profitable Household Department — Part IV, Easy Way To Finish Bed Coverings	September	36	Misrepresentation Suit	June	76
Your Guide to a Profitable Household Department — Part V, Easy Way To Do Miscellaneous Items and Layout Tips	October	40	Your Guide to a Profitable Household Department — Part V, Easy Way To Do Miscellaneous Items and Layout Tips	October	40	Noncompetition Agreements	September	85
FURS (See "Storage")			IDENTIFICATION			Payment for Poor Results	December	60
Approximate Cost of Vault Equipment	March	108	Fabric Facts—Part VIII			Responsibility for Pet Bites	November	28
Capacities of Fumigation Cabinets	March	107	How To Identify, Clean, Spot and Finish Thermoplastics	January	46	Shipping Loss Claims	May	64
Fur Cleaning Classification	March	107	INCENTIVES			Theft by Deliveryman	August	81
Fur Conditioning	March	106	Cash Controlled by Incentive Plan	March	67	Unfair Competition	March	208
Fur Storage Definitions	March	108	Guesswork Incentive Plan Gets Results	September	56	Valuation Agreements	January	32
Gauging Relative Humidity	March	108	New Approaches Solve Old Problems	November	38	LEGISLATION		
Glazing Chart	March	107	Wage Incentives	March	117	Area of Solicitation	March	213
Saved by "Signs"	January	110	INSPECTION			Drycleaning Regulations	March	210
GADGETS			"The Best Is the Cheapest"	January	66	Drycleaning Wages in New York	February	16
Air-Cleaned Cuffs	April	24	Check Sheet Improves Quality	October	48	Effect of Zoning Ordinance	January	32
Button Reminders	December	20	Guesswork Incentive Plan Gets Results	September	56	Hoosier Cleaners Escape Tax Increase	November	24
Clothespins Help Inspector Control Panel Improves Cleaning Quality	August	22	New Approaches Solve Old Problems	November	38	Massachusetts Minimum Wage	February	16
Convenient Thread and Button Storage	August	22	Wage Incentives	March	117	NID Opposes Change in Wage Law Exemption	June	89
Derrick Cuts Belt Claims	March	36	INCENTIVES			Rise In State Minimum Wages	July	80
Door Acts As Shelf	September	20	Cash Controlled by Incentive Plan	March	67	Sale of Unclaimed Work	November	24
Drawers Utilize Waste Space in Sewing Department	March	36	Guesswork Incentive Plan Gets Results	September	56	Should Labels Identify Fiber Content?	September	78
Dual Marking Aids Control Elevator Simplifies Tedious Job	October	56	New Approaches Solve Old Problems	November	38	Street Advertising Ban	February	32
Endless Chain Saves Countless Steps	March	42	Wage Incentives	March	117	Tool for Small Business	December	20
Handy Trough for Extractor Loading	January	28	LAUNDRY			Toronto Law Bars Laundry Sideline	January	16
Hole in One	September	20	Bailee Insurance	January	110	Zoning Classification	March	210
Homemade Hanger Rack	November	30	Don't Let Fire Strike	October	64	LIGHTING		
Marking Space Saver	December	20	No More Truck Thefts	June	72	Strip Lighting Chases Shadows	September	20
Measures Recovered Solvent Mobile Sizing Drum Serves Two Purposes	November	30	MAINTENANCE (See "Engineering")			MANAGEMENT		
Novel Bin Arrangement Speeds Workflow	May	24	INSURANCE			Account Records	March	74
Pegboard Helps Housekeeping Rock Holds Storage Boxes Recording Washer Cycles Ship Fan Cools Drycleaning Plant	December	20	Bailee Insurance	January	110	Authority of Labor Conciliator	February	32
Spotted Table Shield Serves Dual Purpose	May	24	Change of Pace Attracts New Customers	April	72	The Big Switch	December	50
Tie Cords Save Nets Vacuum Booster Aids Spotted Department	September	20	Dual Marking Aids Control	October	56	Break-Even Charts	March	116
Welder Sprouts Labor-Savers Throughout Plant	April	24	Efficient Pump Arrangement	February	28	Business Decisions That Affect Your Tax Return	February	58
HISTORY			"Look, Ma, No Hands!" Novel Bin Arrangement	February	52	Can Supply Costs Be Controlled?	June	78
Here Is How It All Began	February	38	Speeds Workflow	August	22	Cash Control As It Applies to Cash-and-Carry	March	64
HOUSEHOLD			This Is No Gamble	May	30	Consider These Five Points When Selecting a New Plant Location	July	58
Drape-Pricing Device Drapery-Holder Gives Professional Touch	March	360	What Makes Joe Click?	January	38	Cost Percentages for the Year 1955	March	118
Your Guide to a Profitable Household Department —	January	28	Your Guide to a Profitable Household Department — Part V, Easy Way To Do Miscellaneous Items and Layout Tips	October	40	Don't Let Fire Strike!	October	64
			All That Glitters Is Not Gold	July	30	Effects of Price Changes	March	114
			Prespotting Leather-Trimmed Garments	July	95	Found—New Cleaning Market	September	74
			Authority of Labor Conciliator	February	32	Garment Inventory Reduced	June	24
			City Stops Electricity	March	208	Golden Future Forecast at Golden Anniversary	April	38
			Employee Theft	March	209	He Wouldn't Take No for an Answer	November	60
			Employment Contract	December	60	How Budgets Help Sales Control	March	91
			Damage Due to Negligence	May	64	How Claims and Complaints Affect Sales Control	March	88
			Effect of Zoning Ordinance	January	32	How Creative Thinking Taps New Markets	October	28
			Fine-Print Clauses	June	76	How Modernization Pays for Itself	August	46
			Garment Insurance	April	35	How To Gear Simple Accounting to Sales Control	March	73
			Illegal Picketing	January	32	How To Measure Drycleaning Quality	June	90
			Indefensible Damage	April	35	How To Reduce Sales Costs in Stores	July	62
			Injury To Employees	April	35	How To Use Cash Control for More Profits on Routes	March	64
			Interference With Business Legal Action on Misdelivery	December	60	How Would You Decentralize?	September	42
				November	28	Initial Supplies	March	120
						Let's Look at the Record	March	78
						Management Incentives in Small Business	January	16
						Moonlighting	September	24

	Issue	Page
New Cleaning Equipment		
Makes Life Easier for Small Plant Operator	December	58
Perseverance Paid Off	September	66
Plan December Sales Results		
During July	July	18
Post Office Help	February	16
Sales Control and Your Customer	March	58
Salespeople—Where Do You Find Them?	July	88
Sample Production Standards	March	116
SBA Management Training	May	14
Sectional Analysis of Percentage Costs	March	119
Selling Aid	December	88
Should You Raise Your Prices?	November	64
Small Business Information	November	24
Smart Merchandising	July	28
The Threshold of Greatness	November	94
Tool for Small Business	December	20
Volume-Profit Relationship	March	115
Wage Incentives	March	117
What Makes Joe Click?	January	38
MARKING AND ASSEMBLY		
Customer Installation Steps		
Up Production	November	46
Door Acts as Shelf	September	20
Dual Marking Aids Control	October	56
Hole in One	November	30
Homemade Hanger Rack	December	20
Hopper, Work Table Speed Marking	November	30
How Modernization Pays for Itself	August	46
Invoice Machine Saves \$1,000 a Year	August	40
Novel Rock for Incomplete Orders	July	24
NECKTIES		
Can Tie Cleaning Alone Be Profitable?	June	46
PACKAGE PLANTS		
Change of Face Attracts New Customers	April	72
How Would You Decentralize?	September	42
PACKAGING		
Bagging Operation Expedited	June	24
"The Best is the Cheapest"	January	66
Coeds Cheer Sweater Packaging	April	30
Customer Convenience	September	19
Extra Protection by Packaging	August	18
How Would You Decentralize?	September	42
A New Look in Shirts	July	68
Shirt Laundry Opened To Protect Drycleaning Volume	December	36
Sweaters Flourish in Boxes	September	50
Two-Purpose Garment Bags		
Boon to Teachers and Plant	September	18
A Winning Game	December	18
Your Guide to a Profitable Household Department—Part V, Easy Way To Do Miscellaneous Items and Layout Tips	October	40
PERSONALITIES		
Dallas Honors Lady Cleaners	May	14
PERSONNEL (See "Employee Relations")		
PILLOW CLEANING		
Sideline Saves Store	November	52
PRICING		
"The Best is the Cheapest"	January	66
Effects of Price Changes	March	114
New Cleaning Equipment		
Makes Life Easier for Small Plant Operator	December	58
Pricing Experiment	March	10

	Issue	Page
Quality? What's That?	July	6
Should You Raise Your Prices?	November	64
PRODUCTION		
Big Changes Bring Big Savings	June	36
Check Sheet Improves Quality	October	48
Custom Installation Steps Up Production	November	46
The Drycleaning Room of Tomorrow	May	87
Dual Marking Aids Control	October	56
Efficient Pump Arrangement	February	28
Foot Operates Handy Spray	February	28
How To Improve Production	April	70
New Approaches Solve Old Problems	November	38
Sample Production Standards	March	116
Shirt Laundry Opened To Protect Drycleaning Volume	December	36
This Is No Gamble	May	30
PUBLICITY AND PUBLIC RELATIONS		
Cartoons Sell Services	February	22
Cleaners Pitch In	February	16
Collect Irons for Exhibits	July	24
Commands Public Service	December	102
Cooperative Publicity	May	23
Counter Girls—Front Line of Your Public Relations	April	62
Flag Day Promotion Creates Goodwill	June	68
Free Movie for Goodwill	April	32
Goodwill Gesture	December	10
One Step Ahead of the Rest	November	73
Patriotic Cleaners Aid Olympic Team	January	74
Plantowner Scores With Baseball Team	December	72
Put Romance in Ad Copy	February	22

Continued on page 94



MORE cleaners order REMA* because it has MORE!

INSIDE AND OUT, the REMA air vacuum is engineered to make life easier for you. Nothing compares when you finish with air vacuums — nothing surpasses Rema in flawless performance and dependability. Save money, your boiler and nerves. Order Rema today.

*Models available to serve from 1 to 16 presses in vertical, dual and overhead design.

ORIGINATORS OF VERTICAL VACUUMS



REMA CORPORATION • Norwalk, Conn.

Send for full descriptive literature today!

Rema Corporation 43 Baby Street, Norwalk, Conn.	DEPT. 51
Gentlemen: Please send me literature on "Dri-Vac" or send:	
Name _____	Address _____
Name of Plant _____	City _____ State _____
Address _____	_____
City _____ State _____	_____



Skellysolve Stoddard Solvent

General Specifications

Color—Water Clear
Acidity—Neutral
Sulphur (Doctor) Test—Sweet
Flash (Tag Closed Tester)—
105° F.
Distillation—310° to 374° F.

★ ★ ★ ★
Porchloroethylene and
140° F. Flash Naphtha
also available.

"What! My uniform isn't ready?" he yelled. "And the General is coming in today! This is the last time you foul me up!"

Then the cleaner discovered Skellysolve, and this sweet-smelling, fast-drying solvent gave him the constant high quality needed to turn out good cleaning fast.

Add to this the dependable delivery Skellysolve offers, and the fact that Skellysolve Technical Field Men are often able to help solve operational problems, and it's easy to see why so many cleaners are switching to Skellysolve.

How about you? If you'd like to find out how you, too, may benefit from the extra service and extra high quality of Skellysolve, call your Skellysolve supplier now.



Skellysolve

DRY CLEANING SOLVENTS
INDUSTRIAL DIVISION, SKELLY OIL CO., KANSAS CITY, MO.

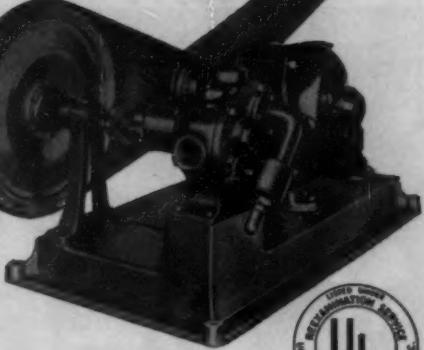
Continued from page 93

	Issue	Page		Issue	Page
Supplementary Advertising— Part IV, How To Reach a Moving Market	February	60	Zipper Stars on Repair- Alterations Team	October	46
Supplementary Advertising— Part VI, How Plant Tours Can Pay Off	July	44	ROUTE SALESMEN		
Two-Sense Selling	February	22	Can a Planned Promotion Sell Box Storage?	May	34
Two-Way Street	August	30	Dyed Bags Solve Problem	December	20
What Makes Joe Click?	January	38	How One Plant Built Route Sales	July	84
QUICK SERVICE			How To Gear Simple Accounting to Sales Control	March	73
The Big Switch	December	50	How To Use Cash Control for More Profits on Routes	March	64
Change of Pace Attracts New Customers	April	72	New Plant Starts Off With a Bang	June	60
How Creative Thinking Taps New Market	October	28	Routemen—Keep 'Em Selling	April	56
Planning Insured Their Future	July	51	Sales Control and Your Customer	March	58
RACKS AND CONVEYORS			SAFETY AND HEALTH		
Automatic Conveyor Solves Space Problem	May	62	Campaign To Curb Home Drycleaning	February	16
The Big Switch	December	50	Customer Safety	February	32
Conveyor Cures Growing Pains	September	53	Don't Let Fire Strike!	October	64
Custom Installation Steps Up Production	November	46	Fire Prevention Week	September	6
Endless Chain Saves Count- less Steps	January	28	Foam Rubber Drying	November	24
How Modernization Pays "Look, Ma, No Hands!"	August	46	New Safety Publications	June	84
Self-Service Invades Bay State	February	52	Safety Promotion	December	10
"Sky Hooks" for Slickrails	June	55	"This'll Burn You Up!"	November	24
	January	28	What You Can Do To Make Your Portable Electric Equipment Safe	May	67
REPAIRS			SALES PROMOTION AND ADVERTISING		
Button Reminders	December	20	Advertises New Equipment	November	19
Convenient Thread and Button Storage	October	20	Advertising Budget	May	118
Creating a Quality Atmosphere	December	42	California Plans Cooperative Advertising	August	64
Repair Department Draws Business	August	18	Can a Planned Promotion Sell Box Storage?	May	34
			Can Tie Cleaning Alone Be Profitable?	June	46
			Cartoon Tie-In	October	16

Issue	Page
Celebrities Help Publicize Plant Opening	March 26
Celebrity Photos Win Customer Interest	September 18
Change of Pace Attracts New Customers	April 72
Cleaner Jumps on Promotion Bandwagon	May 76
Cleaning Customers Like Fluff-Dry	October 71
Consider These Five Points When Selecting a New Plant Location	July 58
Contest Awards Home	May 20
Egg-Rolling Easter Promotion	March 26
Fog Day Promotion Creates Goodwill	June 68
Free Cleaning Launches Store	November 19
Free Movie for Goodwill	April 32
Gag Line Sells Repair	May 20
Hand Signs Promote Fur Storage Sideline	June 16
Have You Tried Cooperative Advertising?	May 44
How Budgets Help Sales Control	March 91
Iceman Sign Builds Sales "In the Bag"	February 22
"Miss Anything?" Envelope Name-the-Plant Contest	December 14
New Plant Starts Off With a Bang	April 30
1957 Special Days Booklet	June 60
One Step Ahead of the Rest	January 16
Personality in Advertising	November 73
Sales Promotion Calendar	September 6
Self-Kidding Signs Liked	December 66
Shoe Buffer Attracts Patrons	January 20
Sign Sells Cottons	May 20
Speed and Quality Trademark	April 32
Spurs Once-a-Week Cleaning	September 18
Street Advertising Ban	February 32
Supplementary Advertising— Part IV, How To Reach a Moving Market	February 60
Supplementary Advertising— Part V, How To Use Advertising Specialties	April 82
Supplementary Advertising— Part VI, How Plant Tours Can Pay Off	July 44
Supplementary Advertising— Part VII, How To Sell by Mail	August 50
Tags Tease Customers Into Recognition	December 14
This Is No Gamble	May 30
This Stamp Plan Can't Miss	April 48
Treasure Chests Draw Customers	November 66
Truck Wheels Steer Business	January 20
Two-Purpose Garment Bags	September 18
Boon to Teachers and Plant	February 22
Two-Sense Selling	December 18
When the Rains Came	October 46
Zipper Stars on Repair- Alterations Team	June 55
SELF-SERVICE	May 118
Self-Service Invades Bay State	June 55
Self-Service Trend	May 118
SHIRTS	
The Big Switch	December 50
Guesswork Incentive Plan Gets Results	September 56
How To Sell a 28-Cent Shirt in a 22-Cent Market	November 40
A New Look in Shirts	July 68
Shirt Laundering	March 109
Shirt Laundry Opened To Protect Drycleaning Volume	December 36
Shirt Reminders	October 16
Test for Water Hardness	March 111
SIDE LINERS	
All That Glitters Is Not Gold	July 30

	Issue	Page
Cleaning Customers Like Fluff-Dry	October	71
He Wouldn't Take No for an Answer	November	60
New Approaches Solve Old Problems	November	38
Planning Insured Their Future	July	51
Profitable Sidelines	November	37
Revolving Salesmen Promote Sideline Service	December	14
Shirt Laundering	March	109
Shirt Laundry Opened To Protect Drycleaning Volume	December	36
Sideline Saves Store	November	52
Sizing Speaks Louder Than Words	May	50
Smoke-Damaged Garments There's No Secret About Flameproofing	September	62
Toronto Law Bars Laundry Sideline	January	56
When the Rains Came Zipper Stars on Repair-Alterations Team	January	16
SPOTTING	December	18
Chemically Caused Stains	October	60
Coffee Stains on Dress	July	95
Common Spots	March	102
Fabric Facts—Part VIII How To Identify, Clean, Spot and Finish Thermoplastics	January	46
Ink Stains	April	81
Neutral Lubricants	May	22
Prespotting Leather-Trimmed Garments	July	95
Sizing Rings	November	16
Spotting Tips	March	105
Stains To Be Prespotted	March	106
Wood Oil Stains	December	66
STORAGE		
Approximate Cost of Vault Equipment	March	108
Can a Planned Promotion Sell Box Storage?	May	34
Capacities of Fumigation Cabinets	March	107
Filing Cuts Invoice Loss	October	20
Fur Storage Definitions	March	108
Garment Insurance	April	35
Gauging Relative Humidity	March	108
Hand Signs Promote Fur Storage Sideline	June	16
How To Reduce Sales Costs in Stores	July	62
Keep It Cool	October	30
STORES		
Call-Office Conversation Piece	June	16
Cash Control As It Applies to Cash-and-Carry	March	68
Celebrity Photos Win Customer Interest	September	18
Consider These Five Points When Selecting a New Plant Location	July	58
He Wouldn't Take No for an Answer	November	60
How Creative Thinking Taps New Markets	October	28
How Would You Decentralize?	September	42
New Face, New Place	August	32
A Report on Our Industry Half Way Around the World	December	26
Service-Station Conversion	August	18
This Is No Gamble	May	30
What Makes Joe Click?	January	38
SURVEYS		
Bright Business Outlook	August	38
Drycleaning Sales Go Up, Up, Up	September	28
Drycleaning Wages in New York	February	16

PROVED DEPENDABLE BY DRY CLEANERS! VIKING SOLVENT PUMP



Performance with hard usage has proved that dry cleaners can depend on this Viking V-belt drive pump to move solvents efficiently. It always delivers a smooth, even flow. It is Underwriters approved. Better install them in your plant!

Note these features:

- Holds a high vacuum
- Fast self priming
- Does not heat solvent
- Does not block up with lint
- Quiet operation
- No lubrication of pump required

For complete information write for bulletin Dg.



VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. In Canada, it's "ROTO-KING" pumps

Offices and Distributors in Principal Cities.

See your classified Telephone Directory.



FILTER PUMP

Continued from page 88

The foregoing discussion has brought to light numerous performance requirements and limitations that must be met by the circulating pump. It is likely that any one of the many types of pumps on the market can do the job with some degree of efficiency and economy. It is also almost a certainty that not one of them is ideally suited for the service. A compromise must be made.

The logical approach is to analyze the characteristics of each type in order to measure its capabilities against the service requirements. With this yardstick, it is then possible to compare the relative merits of all types and choose that which most closely approximates the ideal.

It is not the purpose of this discussion to recommend a pump selection. If it has helped to create a firmer understanding of the conditions imposed on a pump applied to filtration, some benefit should accrue. The drycleaner may improve the operation of his present equipment; the machine designer may improve his product by making a better pump selection, and the pump manufacturer may achieve a design more suitable to the needs of the industry. # #

NEWS

FROM THE ALLIED TRADES

Sanitone Ties In With Disney Program



Zorro and Donald Duck play bags will soon be offered by Sanitone licensees throughout the country in a cross promotion among Disney, 7-Up distributors, the ABC television network and Sanitone.

Zorro is a new program televised weekly over the American Broadcasting Co. network and sponsored by 7-Up Bottling Co. and AC Spark Plugs. The network has contacted its 150 affiliated stations and recommended they get in touch with the local Sanitone licensee. The licensee furnishes the station with Zorro and Donald Duck play bags in both paper and

polyethylene, which are used on its children's programs. There is no charge for television time to the licensee. Tie-ins are currently in progress in California, Oregon, Washington, Utah, Iowa, Michigan, Ohio and Pennsylvania.

Walt Disney has also sent play bags to 2,400 jockeys all over the country. This is expected to yield a substantial number of "on the air" plugs for the combined promotion.

A complete promotional tie-in kit has been furnished to all Sanitone licensees by Emery Industries, Inc., 4200 Carew Tower, Cincinnati 2, Ohio.

Pantex Announces Chicago Line-Up



Norbert H. House, president of Pantex Manufacturing Corporation, Pawtucket, R. I., has reported new assignments to the sales staff.

Bill Haiges has been named Chicago branch manager. Mr. Haiges has been associated for some time with the drycleaning industry. Joseph Chernoff has been appointed to Mr. Haiges' territory. Joseph Chernoff has been assigned as sales engineer in the southside of Chicago and the Hammond-Gary, Ind., trade area. Mr. Chernoff is a 30-year veteran of the drycleaning and laundry industry. Joseph Mannina will cover the northwest side of Chicago and suburbs to the Wisconsin line. He operated the Mannard Equipment Company for many years. As sales engineer Preston Weisman will be responsible for downtown Chicago. He has had 20 years

experience in the field, most recently with a machinery company.

Del Bonnem will represent the firm in the western suburbs of Chicago, including the Rockford and Tri-Cities area. He has an extensive background in the industry, both as a plantowner and machinery and equipment supplier. Oscar Pabst will cover downstate Illinois as a sales engineer. He was formerly owner and operator of his own plant for 12 years.

Roy Darling, previously in the Cincinnati area for Pantex, returns as sales engineer for northern Indiana and southwest

Michigan, part of a territory he formerly served.

Chicago area representatives met recently to discuss plans for greater customer service and more intense market coverage. Mr. Haiges and general office representative Bud Rapport gave detailed preview descriptions of the new Pantex products to be introduced in 1958.

Shown front row, left to right: Jim Fitzgerald, Joe Mannina, Bill Haiges, Bud Rapport and Nick Parisi. Back row: Preston Weisman, Herb Fitzgerald, Roy Darling, Del Bonnem, Joe Chernoff and Oscar Pabst.

Unipress Gives Consumer Demonstration



Concrete proof of why professionally laundered shirts save housewives time and money and provide them with superior finished shirts was offered in a demonstration of shirt finishing equipment at the Texas State Fair in Dallas.

The demonstration was sponsored by the Texas Laundry and Dry Cleaning Association as part of a continuing effort to promote good relations between the industry and the public. The Hugh G. Henderson Company, Houston, Tex., distributor for The Unipress Company, Minneapolis, Minn., conducted the demonstrations every day and evening during the 18-day exhibit.

More than 2½ million people saw shirts being pressed on the Unipress Glide-O-Matic two-girl shirt finishing unit. Mrs. Mae Repucci, assisted by Miss Elsie Gillespie, supervised the

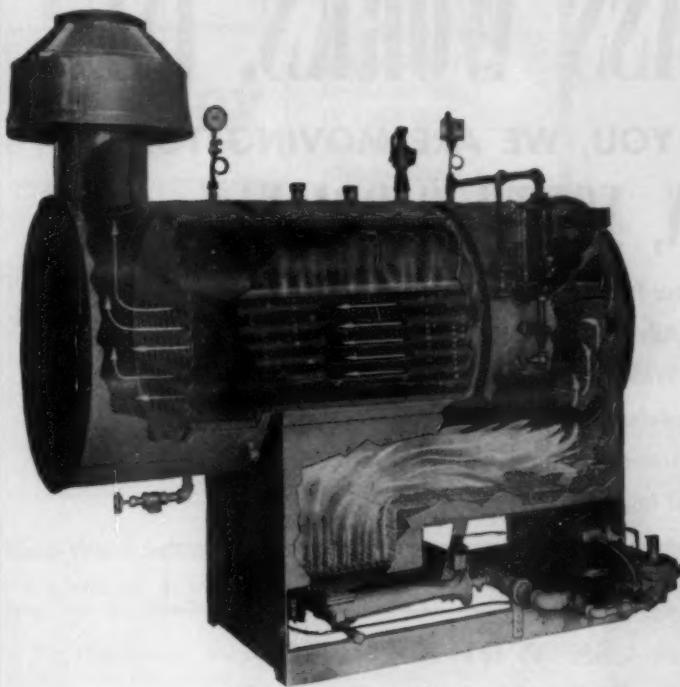
demonstrators who showed how shirts are finished in three simple lays and then folded in one operation on the automatic folding table.

Detrex Adds Presses

A complete line of shirt and drycleaning presses is being offered by the Detrex Corporation beginning January 1, 1958.

Equipment includes air-driven as well as foot-operated and utility presses with 41-inch and 45-inch bucks. The company also offers a mushroom press.

The laundry presses include one- and two-girl units. The single-unit presses are heated with steam or electricity. In addition to the conventional sleeve press a cabinet sleevepress is available. Collar-and-cuff presses and a shirt folder round out the line.



GAS FIRED LATTNER HRT

See —

the simplicity of design.
the large amount of heating surface.
the quiet atmospheric gas burners.
the simple control setup.
the factory installed combustion chamber.
the rock wool insulated jacket.
an HRT boiler all in one piece.
the boiler that "coasts" with the load.
sizes 3 H.P. to 50 H.P.

Dealers Most Everywhere

P. M. Lattner Mfg. Company
Cedar Rapids, Iowa

Dow Names Larabee



FRANK W. LARABEE

Frank W. Larabee has become manager of the solvents section of a recently expanded chlor-alkali sales organization, according to a report from The Dow Chemical Company, Midland, Mich. The chlor-alkali organization is headed by Ken Wildes.

Mr. Larabee succeeds L. P. Butenschoen who was recently transferred to a post in Dow's traffic and distribution department.

Product manager in chlor-alkali sales since 1954, Mr. Larabee previously served as sales office coordinator on alkalis and

chlorine. He was also employed as a calcium chloride and agricultural chemicals salesman in Wisconsin. He attended Wabash College.

Garant Represents Caled

Appointment of Walter Leo Garant as a representative of Caled Products Company, Brentwood, Md., has been announced by Warren K. Cooley, president. Mr. Garant will be responsible for the states of Vermont, New Hampshire, Maine and eastern Canada.

Mr. Garant's practical knowledge of Caled products has been developed through his experience as a jobber. His fluency in French particularly suits him for coverage in the province of Quebec.

CLATA To Meet

The Canadian Cleaners and Launderers Allied Trades Association will hold its fourth annual meeting January 26, 1958, at the Windsor Hotel in Montreal. The announcement was made by Association President G. W. McKague, McKague Chemical Company Limited, who has invited all allied tradesmen to attend.

Engineers View New American Products



Continuing its program of meetings for divisional engineers, The American Laundry Machinery Company, Cincinnati, Ohio, held a session recently to acquaint service engineers from the Eastern, Southern, Western and Pacific Divisions with the latest advancements in the firm's dry-cleaning, laundry and rug cleaning equipment.

Detailed discussions and demonstrations were given on all types of American equipment, including the latest features of the Synclor single-bath and Trucolor two-bath perchlor-ethylene drycleaning units, American-Piazza Sludge Accumulator-Stripper, ACECO dry-cleaning presses and American rug cleaning equipment.

Engineers also viewed the

Lo-Door Mammoth Cascade Washer, American automatic washer controls, Cascadex washer-extractor, Notrux extractor, Super-Sylon flatwork ironer, Trumatic folder, Thermatic Tumbler, universal-type Fold-master folder, single-buck Formatic Press and Formatic automatic shirt folder.

New Offices for La France

La France Dye House, wholesale suede and leather dyers, has announced the transfer of its main offices and plant to 7806 Carnegie Ave., Cleveland 3, Ohio. According to Gerald B. Schaffer of La France, the new location will provide expanded and improved service to dry-cleaners. The move marks the

UNITED BRASS WORKS, INC.

TO BETTER SERVE YOU, WE ARE MOVING TO:
RANDLEMAN, NORTH CAROLINA

- Adding Fifty Percent to Our Present Facilities
- Six Acres of Land for Additional Expansion
- Skilled Personnel Will Be at Your Service
- Shipping Schedules Will Be Accelerated
- Excellent Transportation Facilities
- Overall Improved Service

AS OF JANUARY 1ST, 1958, OUR NEW ADDRESS WILL BE

**UNITED BRASS WORKS, INC.
RANDLEMAN, NORTH CAROLINA**

beginning of a planned growth program.

Bridge Represents Pantex



ROBERT BRIDGE

Pantex Manufacturing Corporation, Pawtucket, R. I., has assigned Robert Bridge as sales representative for South Philadelphia and southern Pennsylvania, as well as southern New Jersey and the State of Delaware.

According to James Macrae, Pantex branch manager, the appointment marks an additional expansion in the company's program of sales and service.

Mr. Bridge has had extensive experience in both the drycleaning and laundry fields.

sive mixtures during the tumbler cycle than full-range Stoddard solvents having the same flash point. Further, the 360-type solvent shows less hazard than materials with lower flash points but considerably higher endpoints.

Details on this study may be obtained by requesting Special Products Technical Bulletin No. 57-1 from the Shell Oil Company, Wood River, Ill.

New Condensate Systems Use Centrifugal Pumps



Decatur Pump Company, Decatur, Ill., has brought out new Burks condensate systems equipped with $\frac{1}{2}$ hp. Burks IHV-Centrifugal pumps on cast-iron receiver tanks. Both single and duplex pump systems are rated with a 3-to-1 safety fac-

NEW PRODUCTS AND LITERATURE

Continued from page 10

tor, for capacities up to 12,000 square feet of radiation and up to 20 p.s.i. operating pressure. Frequent delivery to the boiler is insured by accurate controls and the fact that return of 2 gallons into the receiver tank starts the pump. The receiver tank inlet is 7 inches above the bottom of the tank.

All pumping parts are made of noncorrosive bronze, and pumps are equipped with drip-free mechanical shaft seals. The Burks centrifugal pumps will not steam bind, because of a positive head on the suction, the maker claims. Large pump inlet assures low velocity at the pump, besides reducing friction loss.

Simple to install, both single-

pump and duplex models are fully automatic. In duplex systems alternate use of pumps is made automatic by a built-in mechanical alternator.

For further information write to the manufacturer.

New Air Compressors



Quincy Compressor Company has announced a new line of air compressors designed especially for laundries and dry-cleaning plants. Loren Gillhouse, sales manager, notes the long life of these units, which offer positive lubrication and extra protection to bearings.

Helpful compressor literature is available free on request to Quincy Compressor Company, Quincy, Ill.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

MONEY BACK GUARANTEE!

feel-tex

... is the easy way
to finish Orion-Dyne fur-like pile fabrics
**IN YOUR OWN
TUMBLER,**
after dry cleaning.

\$23.00 BUYS ALL YOU NEED FOR 64 GARMENTS

SEE YOUR JOBBER OR WRITE DIRECT

FUR-FEEL CORP., 231 Eagle St., Brooklyn 22, N.Y.

QUESTIONS and ANSWERS

Cold-Wave Solution Damage

Can you tell us what caused the discolored spots on this dress?—C. D., New York

The discoloration has been caused by a loss of color resulting from the contact of cold-wave solution with the garment.

Cold-wave solutions have caused considerable damage to garments by affecting their color. Most beauticians are aware of the damaging effect they have on garments but the common use of these solutions at home seems to have increased this type of damage.

Cold-wave solutions contain chemicals that act as a bleaching agent. Quite often the damage is not apparent until after the garment has been cleaned. Sometimes the heat necessary in deodorization and finishing tends to speed up the oxidation, thus bringing out the damage.

Because the drycleaner has had no real part in causing this situation we do not feel that he should be held responsible for the color loss.

Spreading of the Weave

A dark area on the side of this dress looks as though the material had shifted. Can you tell me what it is and what may have caused it?—C. C., New Jersey

As you suggest, the dark area on this garment has been caused by a shifting of the material or, as it is commonly known, "spreading of the weave."

In this damaged area there appears to be evidence that this spreading has been caused either by a steam gun or a bone spatula. The light marks are about the size of the jet stream from a steam gun as it has been moved across the fabric. It could also be the result of a bone spatula that has been rubbed across the fabric, although we feel inclined to believe that the steam gun has caused it.

Too often spotters hold the steam gun too close to the fabric. If the steam gun is held about 3 inches away from the fabric and kept moving, this type of damage will not take place. But there is the tendency for many spotters, perhaps out of frustration, to try to blast the stain out of the fabric by the use of high-pressure steam which is also very hot. All too often it is the cause of a spreading weave or loss of color.

Continued on page 100

NEW FLOOR MODEL BAGGERS

ECONOMY MODEL

Aluminum hanger rod telescopes into tubular stand. 3 adjustments by means of small metal stoppers on side of rod. Overall ht. 69".

Only \$13.95

DELUXE MODEL

Aluminum hanger rod telescopes into tubular stand. Pull up rod to any desired point. Adjusts up to 69". Release by light touch of foot pedal. **Only \$16.95**

Either bagger ships, individually boxed with the base knocked down.

NU-WEIGH STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without sleeping. **\$69.50**

Send for '57 Catalogue



NU-WEIGH ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

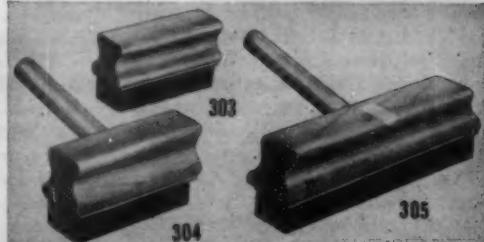
Scale and basket as shown **\$39.75**

With stand add	\$15.00
Scale alone	18.00
Basket alone	22.00

Sold through Drycleaning and Laundry Jobbers



NEWHOUSE "ALL IN ONE" WONDER BRUSHES



303, \$2.25 304, \$2.50 305, \$4.95

Ideal Carding Brushes for all types of fabrics. 303 and 304 for lighter work, 305 for heavier work. Specially designed, rust-proof wire bristles.

NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

Exhibit—A.I.L. Chicago, Feb. 26-Mar. 2—Space 324-325

air vacuum system

sets new profit records
serves 2 to 200 machines

Pays for itself these many ways:

- No steam used for vacuum
- Saves up to 40% on fuel
- Quick cooling and setting
- More powerful vacuum
- Faster, quieter pressing
- Low current consumption
- Improved quality
- No special foundation needed
- Saves steam for other uses

for more information without cost or obligation, contact the man you normally deal with or write to:

COMMERCIAL DIVISION
U. S. HOFFMAN MACHINERY CORP.
103 FOURTH AVE., NEW YORK 3, N. Y. ORegon 7-3600

Continued from page 99

Sulfuric Acid Damage

The holes in this pair of gray flannel trousers appeared after cleaning. Can you explain the reason?

O.H.M., Jersey City, N. J.

Sulfuric acid has caused the damage in this garment. The customer could have come in contact with this acid in a number of ways. It is found in automobile storage batteries. When these are carried from a car any spillage that occurs is concentrated sulfuric acid. The customer may even have leaned against a car fender where acid had spilled. Such strong mineral acids are always present in chemical laboratories, and many industrial processes involve their use. An occupation in such an establishment could account for contact with the acid.

Very often the damage or stain is present before cleaning, yet neither the customer or drycleaner is aware that the fibers have been damaged. Then when the garment is drycleaned the weakened fabric falls apart when subjected to the normal mechanical action of the cleaning process.

Chemicals such as strong mineral acids are never used in drycleaning plants. We therefore feel certain that this acid has been contacted during

the wearing of the garment. The drycleaner should not be considered responsible.

Handling Insulated Underwear

Can you give me any information about cleaning an outfit called "Insulated Underwear" with Polyester Fiberfill?

—S. O. C., Illinois

The reference to Polyester Fiberfill probably means that it is filled with the polyester fiber, Dacron. From the standpoint of the fiber itself, you should experience no particular difficulty in drycleaning.

The main concern in processing such an outfit would be from any rubberized or plasticized material that may be used. Any rubber, unless it is neoprene, would of course, be damaged by the action of the cleaning solvent. Also, some weatherproof fabrics contain a plasticizer that is soluble and therefore lost when the garment is drycleaned. This leaves the fabric in a stiff and crackly condition, quite unlike its original feel.

If there is no evidence of rubber or plastic coatings present, it would probably be safe to dryclean the outfit. I am assuming that any insulation material such as the Fiberfill is ade-

quately quilted in the garment. Otherwise, a balling up of the filling material can take place. But, from the standpoint of the Dacron fiber, no difficulty should be experienced.

Imitation Leather Stiffens

After processing, this imitation leather jacket became very stiff. Could you tell me what type of material it is made of and what I can do to restore its original softness? —K. C., New Jersey

This is a plastic-coated fabric made to imitate leather.

The great difficulty with this type of material is that it cannot be drycleaned without becoming stiff. Evidently, a plasticizer of some type is used, which is soluble in drycleaning solvent and is therefore lost when the garment is drycleaned. In some instances where plasticizer is used and the garment has become stiff, it can again be made soft by applying a plasticizer. But, in the case of these imitation leather jackets, no way has yet been found to restore them to their original soft feel.

Garments of this type must be wet-cleaned even though such processing may involve the risk of shrinkage and bleeding of dyestuff in the lining.

BOCK-O-MATIC 85

85 LB. (DRY WT.) CAPACITY

- SELF-BALANCING
- FLUID DRIVE
- OVER 1625 RPM
- DEEP 30" BASKET
- FULLY AUTOMATIC

SEE YOUR DEALER FOR DETAILS

**BOCK
LAUNDRY MACHINE CO.
TOLEDO 2, OHIO**



10, 15, 25, 50, 85 LB. EXTRACTORS

Drapery Discoloration

When these two sets of drapes were cleaned in perchloroethylene solution, the white parts of the pattern became discolored with a beige or brownish film. Please tell me whether the dyes are fast in synthetic fluid.—R. H. C., Ohio

We find that the dye present in these drapes bleeds in synthetic solvent.

Bleeding of dyestuffs from draperies is a rather common problem. The greatest difficulty occurs in the dark shades such as red, green, etc., which is perhaps due to the fact that a heavy concentration of dyestuff is used to provide a good depth of color.

This bleeding of dyestuff is a most aggravating one to the drycleaner because such dyes severely discolor his solvent, making it necessary to use quantities of activated carbon to remove the discoloration. And, if this dyestuff is not removed, there is a possibility in a moisture-carrying system of actually transferring the dye to another fabric. If there were a heavy enough concentration of dye and if there were any moisture present in the system a discoloration in white could take place. For example, when placed in a solution with red garments white would become pink.

Another cause of the dulling of colors or darkening of whites is the redeposition of soil.

Handling Lipstick Stains

To remove a lipstick stain on the jacket of this suit, we used a paint remover without rinsing. When a dark ring appeared we soaked it in an alkaline bath and used a stripping agent to clear the discoloration. Now the jacket is a different color from the pants. What can we do?—P. C., New York

To begin with, it is generally not a good practice to leave either a wet-and-dry-type paint remover or an oily-type paint remover in the fabric without rinsing it soon after it has been applied. The oxidation of some of the components of such paint removers can cause a very difficult stained condition. Also, in some instances a severe bleeding of dyestuff will take place.

Your attempt to soak out the discoloration on the wet side was logical but in this instance the dyestuff bleeds on the alkaline side. Therefore, in such a soaking bath a loss of blue dyestuff took place that gave the jacket a gray cast. In this case it would have been advisable to soak the jacket in a neutral bath using one of the wetting agents, which might very well have cleared the discoloration without a bleeding of the blue dyestuff.

The only means of restoration now would be to attempt to bring the pants to the shade of the jacket by the same soaking process used on the jacket. Otherwise, redyeing would be necessary.

NOW- Dyeing of ANY COLOR on any WOOL KNIT wear

Almore Dye House offers you precision color dyeing of garments made of:

Alpaca	Vicara
Camel Hair	Wool
Cashmere	Gabardine
Nylon	Corduroy
Velveteen	Arnel

and of course all garments made of any type of dyeable material.

KNIT GARMENTS: You can offer this profitable and satisfying service to your customers in the full confidence that knit suits, dresses and sweaters which come back to you from Almore will be complimentary to you and of added value to your customers.

Send KNIT garments and all other garments for dyeing to:

ALMORE DYE HOUSE DYEING is our ONLY Specialty

4412 Wentworth Ave., Chicago 9, Ill.

Leon Teichner, President

continuously
in
business
since
1919



... the
dyeing
name of
undying fame

PEOPLE AND PLACES

NORTH CENTRAL



American Ideal Cleaners, 10351 S. Michigan, Chicago, Ill., has added a storage vault.

Piqua (Ohio) Cleaners has been established by Lyle Hutson at 329 N. Main St.

Brothers Ernest R. and S. E. Begley are the owners of a drycleaning establishment recently opened in the Luckman Bldg. at 518 Broadway, Cape Girardeau, Mo.

A storage vault has been added at Irving's New-Way Cleaners, 496 Crescent St., Glen Ellyn, Ill.

Harold Grenning has opened a drycleaning establishment at 909 Greenwood Ave., Glenview, Ill.

McVeety Cleaners & Tailors, S. Washington, Eldora, Iowa, has installed a new cleaning room, it was reported by Eldon B. "Scotty" McVeety.

John Cobler has been named vice-president of Morrell's Cleaners, 222 Dundee Ave., Elgin, Ill. Mr. Cobler was formerly manager of the firm's Elgin, Elmhurst and Glen Ellyn plants.

Springfield (Ill.) One Hour Cleaners has been established at 409 E. Monroe Ave.

Ideal Cleaners, Sterling, Ill., has opened a branch at 301 W. Second St., Rock Falls.

Goodwill Cleaners, 700 S. Washington St., Saginaw, Mich., has added a storage vault.

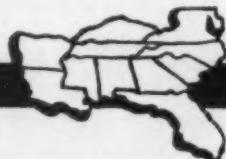
D. O. Summers Dry Cleaners will occupy space in the new Shoreway Shopping Center, Lake and Lake Breeze Rds., Sheffield Lake, Ohio, now under construction.

Savant Cleaners and Launderers, Inc., 1120 E. Michigan Ave., Lansing, Mich., has added new equipment.

Spic and Span Cleaners, Boonville, Mo., recently celebrated its twenty-fourth anniversary, it was announced by Mr. and Mrs. Bud Fuser. The firm recently added some new equipment.

A drycleaning establishment has been opened by David Okum at 20100 Plymouth, Detroit, Mich.

SOUTH EAST



The most recent addition to Utopia One Hour Cleaners, Inc., Birmingham, Ala., has been opened in the new Benson Bldg. on 29th Ave., S., Homewood. The firm is owned by P. N. Plylar, Sr., and his son, P. N. Plylar, Jr.

J. E. Norfleet has opened a drycleaning establishment at 302 Washington, Maryville, Tenn.

Benny and Collins Fenton have opened a new branch of Southgate Cleaners & Laundry in the Southgate Shopping Center, Lakeland, Fla.

Edward L. Gieger is the owner of the drycleaning establishment recently opened at 442 Sixth Ave., Laurel, Miss.

An open house was scheduled recently at Sparta (Tenn.) Dry Cleaners by Smith Byars, manager, to celebrate installation of new equipment.

W. L. Darby & Sons, drycleaners and launderers, has opened a new branch at 2720 Day St., Montgomery, Ala. The fourth complete plant to be opened by the firm, it will be managed by Tommy Darby.

NEW K-D PORTABLE BAGGER SPEEDS GARMENT PACKAGING!



Rounded Yoke Won't Tear Plastic

Handy, fast-action portable bagger takes minimum space. Raises and locks at any height desired. Red easily released by foot pedal and drops down to a silent cushioned stop. Light weight (5 lbs.) yet sturdy constructed and attractively finished. Will handle any sized bag—big hanger capacity. Smooth rounded hanger yoke handles polyethylene (plastic) bags without tearing.

Price: \$20.85

ADJUSTABLE BAG HOLDERS

Wall mounted, with three 26" arms, has capacity of 100 bags. Handy to use with portable bagger. Keeps bags out of way until needed. Arms fold flat against wall when not in use. Sturdy—long lived!

Price: \$24.00



ASK YOUR JOBBER FOR THESE FINE K-D PRODUCTS

Hat Pins
Marking Pins
Safety Pins, bulk
Straight Pins, bulk
Pin Carriers

Pin & tag combinations
Flag markers, colored
Shirt sorting bins

Garment identification tags
Numbering outfit
Brass tags & rings
Garment hangers
Rock Dividers



THE KEYES-DAVIS COMPANY

79-14th Street
Battle Creek, Michigan

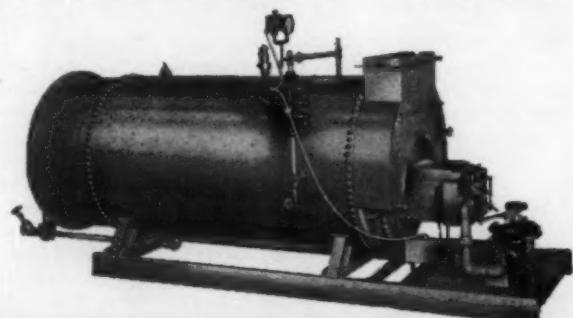


Scotch Marine Boilers

WITH GAS BURNER AND AUTOMATIC CONTROLS

A fully proportioned Scotch Marine Boiler with large furnace volume, ample combustion space and simple but complete ON-OFF control set up, factory wired and piped for automatic operation.

"Made in nine sizes from 10 H.P. to 80 H.P. 100 lbs. working pressure. 125 lbs. working pressure."



LOOKOUT BOILER & MFG. CO.
CHATTANOOGA 1, TENN.

MANUFACTURERS OF
VERTICAL TUBULAR, VERTICAL TUBELESS, AND
SCOTCH MARINE BOILERS FOR OIL, GAS, AND COAL.



All New Protective HAND CREAM Especially Designed for Drycleaners



Your hands are often exposed to the injurious, harsh and damaging effects of solvents and chemicals! Now you can enjoy soft, healthy hands with a cream designed especially for you. The high percentage of Silicone in Sila-Hand forms a protective coating against the effects of solvents and chemicals. Lanolin also is used in Sila-Hand to help replace the natural body oils. Start today to give sore, rough and dried-out hands a treat and protection. Use Sila-Hand regularly. Order from your jobber.

It's New, It's Different, It's Original, Protecting

Warco Laboratories also manufacture many drycleaning and spotting chemicals, including Tan Minit Bleach, All-Coler Bleach, Scram Blood, Pre-Oil-Break, Size-Rite and Cetic-X-Sour. Available through leading jobbers everywhere.

Visit our Booth No. 515-516, All, Chicago, Feb. 26 - March 2, 1958



Service Cleaners, Ruston, La., has installed new shirt finishing equipment.

Roy Clark has opened a drycleaning establishment at 113 N. Main St., Blytheville, Ark.

tion of a drive-in drycleaning establishment at 4 Gregory Ave., Passaic.

Early Bird Drive-In Cleaners, Inc., has leased property at 35-15 Bell Blvd., Bayside, N. Y., for establishment of a drive-in drycleaning, shirt laundering and shoe repair business.

NORTH EAST



An official opening, with Mayor Edward J. O'Byrne cutting the traditional ribbon, was held at Fresh-As-A-Daisy Cleaners, Ellison and E. 18th Sts., Paterson, N. J.

Bernard Laufbaum has opened a drycleaning establishment at 38 Ridge Rd., North Arlington, N. J.

Arthur G. D'Angelo has opened a drycleaning establishment called Twin Enterprises, at 534 Commonwealth Ave., Boston, Mass.

Sanitary Dry Cleaning Co., 552 Union Ave., Lakeport, N. H., has added a storage vault.

Morris Lashay, proprietor of M-L Cleaners, Shamokin, Pa., has announced installation of a new shirt processing machine.

Lanny Lowell has announced the official opening of Lowell Cleaners, 33 Riveredge Rd., Tenafly, N. J.

A formal opening was held recently at Vogue Cleaners, 2320 Susquehanna St., Harrisburg, Pa., by Jean and Myer Bowman.

Kenneth J. Walter is now the proprietor of DeLuxe Cleaners, 17 Davis St., Bradford, Pa. Mr. Walter has operated a drycleaning establishment at 388 W. Washington St. for the past 10 years.

Charles Berman has opened a drycleaning establishment at Stillman Ave. & 23rd St., Brooklyn, N. Y.

A permit has been issued Topps Cleaners, Inc., 357 State St., Hackensack, N. J., for construc-

A storage vault has been added at Rabena's Wardrobe Service, 427 Bridge St., New Cumberland, Pa.

SOUTH WEST



Peter Pan Cleaners, owned by Harry L. Pappas, has been moved from 122 E. Napa St., Sonoma, Calif., to 488 First St., E. Mr. Pappas also owns a unit in Santa Rosa.

The new drycleaning plant which has been under construction at Elk Cleaners and Laundry, Elk City, Okla., has been completed, according to an announcement by Doug Myers, owner.

New DeLuxe Cleaners has been moved to new quarters at 519 Park, Laredo, Tex.

Mr. and Mrs. J. "Bud" Coleman are the owners of Coleman Dry Cleaners, located in a new building on Main St., Victorville, Calif. Mr. Coleman was managing director of the Stinson Scientific School of Cleaning and Dyeing, Lubbock, Texas, for eight years.

... At Last!

A New Repair Kit That EASILY Attaches
Separating Zipper Parts on JACKETS



KIT INCLUDES:

SPECIAL ATTACHING TOOL
SEPARATING PARTS, BRASS
AND SILVER—Sizes 4 and 6
TUBE SPECIAL CEMENT
LUBRICANT STICK
COPYRIGHTED INSTRUCTIONS
ALL FOR ONLY

EXTRA SEPARATING PARTS IN STOCK

GLENZIP JR. SHI
the Best and Only \$7.95
All-In-One Zipper
Repair Tool.

GLENZIP COMPANY
MANUFACTURERS
AND DISTRIBUTORS
1426 W. 3rd STREET • CLEVELAND 13, OHIO

\$5.00

A grand opening was scheduled recently at Kino Cleaners & Laundry, 226 Grand Ave., Nogales, Ariz., by Edward Bayze, Jr., to celebrate completion of its new laundry department at 231 Terrace Ave.

Joseph's Cleaners has been opened by Joseph Zakar in Buena Park, Calif.

A grand opening celebration was held recently at the new Valet Drive-In Cleaners, 2429 Sonoma Blvd., Vallejo, Calif., by Mr. and Mrs. Jack Naparstek.

Pete Porfico, former owner of Ambassador Cleaners, San Jose, Calif., has opened a drycleaning establishment at 2334 El Camino Real, Santa Clara.

A formal opening was held recently at Charles Cleaners, 1311 Green Ave., Orange, Tex., by Charles Carlin. Mr. Carlin formerly operated a drycleaning establishment at 1505 Short Sixth St.

Phil Applebee and Dale Conn have purchased Our Way Cleaners, Beloit, Kans., from the Al Logues.

NORTH WEST

Glen Bryan has opened One Hour Cleaners in the Baken Park Shopping Center, Rapid City, S. D. Mr. Bryan is a graduate of the NID.

Mr. and Mrs. Hubert W. Bartlett are the new owners of a drycleaning establishment in Bend, Ore., formerly operated by Kenneth R. Vaughn.

A new drive-in at Fourth and Custer Sts., Laramie, Wyo., is to be constructed for Quality Cleaners, 309 S. Third, it was announced by William Gillespie.

Stacey's Cleaners has opened a new drive-in store at 10320 S. E. Holgate Blvd., Portland, Ore.

**42 YEARS with the
DRYCLEANING INDUSTRY**
INSURANCE AT COST!

**NATIONAL INDEMNITY EXCHANGE
NATIONAL FIRE INSURANCE EXCHANGE**

3820 WASHINGTON BLVD.

ST. LOUIS 8, MISSOURI

Messko Solvent Temperature Gauge

Know your correct solvent temperature the year around. This new gauge is accurate to 2 degrees over the entire scale. Optimum temperature range from 70-80 degrees is marked on the scale in green.

Quickly and easily installed - the bulb housing can be fixed directly into your filter by drilling a 9/16 hole and tapping threads with a 5/8 x 10 tap.

Face diameter of gauge is 2 1/8 inches. Bulb housing length extending into filter 2 inches. Black and white numbers. DON'T DELAY ORDER TODAY

**PRICE \$12.50
ONLY POSTPAID**

COMPETITION CHEMICALS

Box 141
Iowa Falls, Iowa

DOMINION of CANADA



Agincourt (Ont.) Cleaners was scheduled to be opened at 4044 purchase property on the north side of 12th Ave., west of Kingsway, Burnaby, B. C., has been approved by the Staff Land Sale Committee it was announced recently.

The application of Parson McLeod Cleaners and Dyers to

OBITUARIES

Samuel Bernstein, 75, founder of Samuel Bernstein & Company Dry Cleaners, Hillside, New Jersey, died recently. Mr. Bernstein retired from the drycleaning establishment ten years ago. Surviving are two sons.

John J. Dowdle III, 39, a vice-president of Great Lakes Carbon Corporation, New York, New York, died suddenly on November 11 at his Greenwich, Connecticut, home. A native of Chicago, Mr. Dowdle was graduated from Culver (Indiana) Military Academy and Mount St. Mary's College, Emmitsburg, Maryland. He served in the U. S. Naval air forces from 1941 until 1945, attaining the rank of commander. Mr. Dowdle joined Great Lakes Carbon in 1945 as assistant to the general manager, building products, and later became sales representative for the firm's electrode division. In 1950

THE UNIVERSAL TEMPORARY IDENTIFICATION MACHINE



TEXTILE MARKING MACHINE CO., Inc.

2204 Erie Blvd. E

Syracuse 1 N. Y.

**YOU PROFIT FROM
OUR EXPERIENCE!**

Save time, money, trouble laundering shirts through H-K's technical help and 107 years' experience. Full line of laundry and dry-cleaning supplies. Nation-wide service. Send for free booklet, "Better Way Washing Talks."

H. KOHNSTAMM & CO., INC.
83-93 Park Place, New York 7, N.Y.
11-13 E. Illinois St., Chicago 11, Ill.

he became special assistant to the president, and in 1951 was elected a vice-president of the corporation.

Robert Lee Lewis, 60, owner of Lewis Drive-In Cleaners, Escondido, California, died at the Naval Hospital in San Diego recently. Mr. Lewis was a veteran of World War I. Surviving are his wife, mother, a son and two daughters.

Sigmund Schonwold, president of Mason City (Iowa) Cleaners and Dyers, died recently. Mr. Schonwold had been president of the firm since 1933. His son, H. Schonwold, has assumed operation of the establishment.

MEETINGS SCHEDULED

January 11 and 12—Minnesota Institute of Laundering and Cleaning, Inc., Annual Convention, Hotel Lowry, St. Paul.

January 13, 14, 15 and 16—National Institute of Rug Cleaning, Annual Convention, Sheraton Hotel, Philadelphia, Pennsylvania.

January 15, 16, 17 and 18—National Institute of Drycleaning, Annual Convention, Hotel McAllister and Municipal Auditorium, Miami, Florida.

January 24, 25 and 26—Louisiana Laundry & Cleaners Association, Annual Convention, Bentley Hotel, Alexandria.



TRIPL-SAFE GRID PLATE 1. Perf. liner
Masters ANY Fabric 2. Filter screen
3. Napped surface

**The Grid Plate
that CAN'T
make a mistake**

under 46"	\$29.75
over 46"	\$30.75
machinroom	\$21.75

from your jobber

GROSS STAR TRIPL-SAFE GRID PLATE

• PATENT APPLIED FOR
MFG. BY L. BEHRSTOCK CO.
1718 E. STATE ST. CHICAGO 16, ILL. WITH BUILT-IN STEAM FILTER

January 25—New Jersey Laundry & Cleaning Institute, Annual Convention, Essex House, Newark.

January 26 and 27—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Windsor Hotel, Montreal, Quebec.

January 31, February 1—Utah State Dry Cleaners Association, Annual Convention, Hotel Utah, Salt Lake City.

January 31, February 1 and 2—Texas Laundry and Dry Cleaning Association, Annual Convention, Hilton Hotel, San Antonio.

February 15 and 16—New Mexico Drycleaners Association, Annual Convention, Holiday Inn, Roswell.

February 26, 27, 28, March 1 and 2—American Institute of Laundering, Annual Convention and Exhibit, Conrad Hilton Hotel and International Amphitheatre, Chicago, Illinois.

March 7 and 8—North Carolina Association of Launderers & Cleaners, Inc., Annual Convention, Hotel Charlotte, Charlotte.

April 12 and 13—Laundry Owners & Drycleaners of North Dakota, Annual Convention, Jamestown.

April 27, 28 and 29—Maryland, District of Columbia & Virginia Laundryowners Association, Annual Convention, Chamberlin Hotel, Old Point Comfort, Virginia.

GOLD-MAN OFFSET FINISHER
6 WAYS BETTER ...

- "Vac-Lock"
- Cold-Head-Hot-Head
- Oilless Bearings
- Rigid Balance Frame
- Highly Polished Aluminum Head
- Heavy Duty Shock Absorber

GOLDMAN PRESSING MACHINE CORP.
400 WEST BROADWAY NEW YORK 12 NEW YORK

MONEY MAKERS
by *Bill Glover*

Bill Glover 5204 E. 15th St.
Kansas City, Mo.

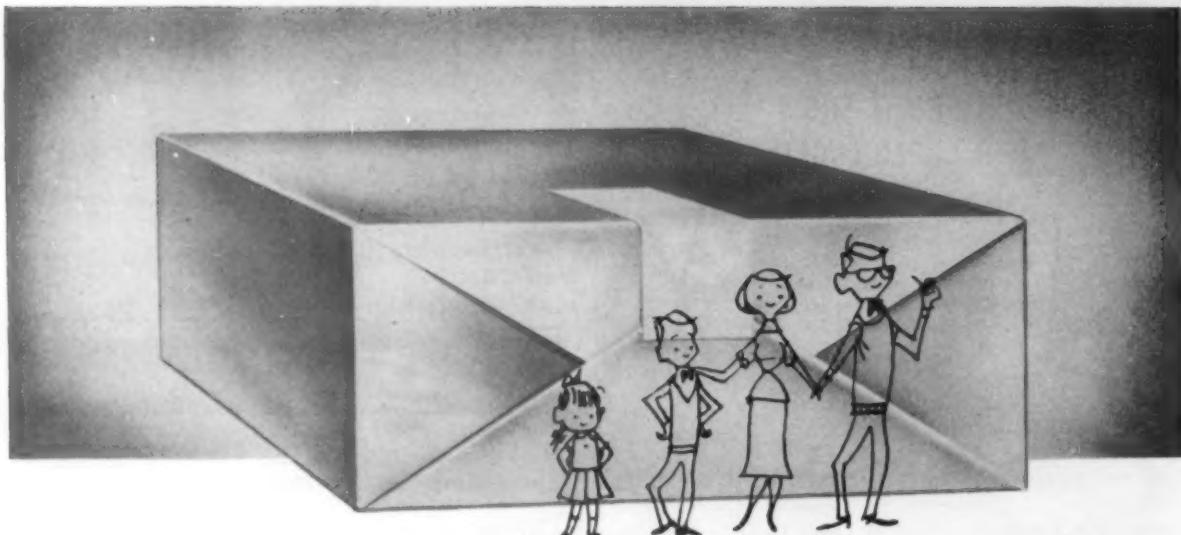
Please send us information on:

Laundry Washers	Laundry Washer Extractors
<input type="checkbox"/> 25 pound	<input type="checkbox"/> 60 pound
<input type="checkbox"/> 40 pound	<input type="checkbox"/> 100 pound
<input type="checkbox"/> 60 pound	<input type="checkbox"/> 200 pound

NAME _____

ADDRESS _____

CITY _____ STATE _____



...new Gaylord Family Quik-Pac

gives you strong, neat, square, easy-to-stack laundry packages...in half the time needed to wrap ordinary lumpy bundles

You already know the success of the Shirt Quik-Pac: now . . . with the Family Quik-Pac . . . you can merchandise your family laundry packages with all the neatness they deserve! For family finish, fluff dry and flat work. Any girl in your plant can turn out compact, uniform packages.

Flat, square-shaped Quik-Pacs stack better, are smaller, firmer than wrapped bundles. Available in white, natural and colors; plain or printed with your advertising message. You can color-match the printing on your Family Quik-Pac, Shirt Quik-Pac and Garment Quik-Pac.



The rugged Gaylord kraft bags protect the laundry . . . the well-groomed packages sell your service. Customers appreciate having the large bag to hold soiled laundry.



Shown here is the patented Loader that makes the Quik-Pac method possible. Gaylord Bags are made especially for the Quik-Pac method.

Another member of the Gaylord Family ... new GARMENT QUIK-PAC

*Easier loading . . .
more protection*

New three-dimensional Gaylord Garment Quik-Pac provides faster loading, more protection, a more handsome "finished package." Gussets on both sides of bag open out when it is slipped over suit or dress, protecting against creases or wrinkles in sleeves.



For information, write

GAYLORD CONTAINER CORPORATION

Division of Crown Zellerbach Corporation • General Offices: ST. LOUIS



NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be for-

warded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

FOR SALE—Drive-in package One-Hour laundry and cleaning plant doing \$1,500 per week. Located in industrial city of Virginia. Very profitable operation, cost \$75,000 without real estate. Priced to sell. Real estate can be purchased or leased, plant can be financed. **FOR SALE**—One-Hour package cleaning plant doing \$800 per week. Main Street location with parking area. Completely remodeled in 1956 at cost of \$18,000. Priced to sell, can be financed. Long lease on real estate, low rent, located in industrial city of Virginia. **FOR SALE**—old reliable cleaning plant remodeled in 1947, long lease on real estate, plenty of space for expansion, priced to sell. Located in industrial city of Virginia, plant can be financed. **THESE THREE** plants remodeled for sale on modern management methods by Bill Ayers and Associates of Covington, Virginia. Phone 2-2156. 8164-2

Missouri county-seat town near Ozarks. Well-equipped solvent plant, gross \$15,000. Ideal for couple; health forces sale. Quality Cleaners, 117 E. Jefferson, Clinton, Mo. 8223-2

For sale: Cleaning plant in thriving Oregon town. Air base under construction, other major industries soon due, \$30,000 gross at \$1.75 prices, good lease, well worth \$16,500. \$5,000 down with easy payment. Mr. E. L. Blevins, 129 S. Seventh St., Klamath Falls, Ore. 8243-2

Southern Indiana cleaning plant. A-1 equipment, doing \$35,000 yearly, priced at \$35,000. Long-term lease on building, with option of buying. Living quarters optional. Osgood Cleaners, Osgood, Indiana. 8299-3

California central valley, combination 4% solvent drycleaning, laundry and linen supply. Volume \$80,000 annually, increase 10% yearly. Two parcel deliveries and equipment excellent condition. Ample floor space, long building lease or sale. Owner retiring. **ADDRESS:** Box 8302, NATIONAL CLEANER & DYER. -2

FOR QUICK SALE—MODERN CLEANING PLANT, LAUNDRY, BUILDING. COMPLETE PRICE \$18,000. TERMS AVAILABLE. ONLY PLANT IN TOWN. Chance of a lifetime. Box 566, Big Sandy, Montana. 8317-8

LOS ANGELES, BEVERLY HILLS AREA. Complete 140F solvent plant. Established location 28 years. Just off Wilshire Boulevard. \$80,000 will handle. Good lease. Ample parking. **ADDRESS:** Box 8321, NATIONAL CLEANER & DYER.

MUST SELL IMMEDIATELY: Long-established synthetic drycleaning plant in 40-by-190 brick building, two apartments and vast storage space on second floor, located center of large Carolina city. Finest quality work at high prices. Volume \$70,000. Profit \$15,000. Long lease. Selling at sacrifice, \$15,000 cash, balance easy terms. **ADDRESS:** Box 8342, NATIONAL CLEANER & DYER. -2

FOR SALE: Laundry, drycleaning and storage plant in Mississippi. Established 1927. Two owners. Good trade area. 1956 volume about \$160,000. Present employees can carry on business should buyer not want to take active management. Employee relations excellent. Land, building, machinery and trucks less than replacement. Reason for selling will be told interested buyer. **ADDRESS:** Box 8343, NATIONAL CLEANER & DYER.

NORTH CENTRAL FLORIDA: Cleaning plant, well established, university city, population over 50,000, 1956 volume \$35,000. With or without real estate. **ADDRESS:** Box 8345, NATIONAL CLEANER & DYER. -2

For sale: Modern drycleaning plant, in western North Dakota. Priced for quick sale. See or write—phone 7151, Paul Haverlik, Box 55, Belfield, N. D. 8553-2

Florida—Palm Beach, near Pratt and Whitney plant, synthetic plant. Gross \$35,000 yearly, terms. Ideal for couple seeking semi-retirement. **ADDRESS:** Box 8354, NATIONAL CLEANER & DYER. -2

Drycleaning and laundry drive-in, main thoroughfare. Fastest growing section of metropolitan Washington, D. C. \$100,000 dollar missile plant being built within a few blocks. \$100,000 gross sales. Building 90 x 100, adjoining lot 50 x 220 ft. from street to street. An open invitation to triple volume. Owner retiring. \$130,000 including property. Terms to responsible people. **ADDRESS:** Box 8356, NATIONAL CLEANER & DYER. -2

Middle Tennessee: Well-equipped solvent plant. Doing good business. Thriving industrial town, priced for quick sale. \$6,000. **ADDRESS:** Box 8362, NATIONAL CLEANER & DYER. -2

Drycleaning plants and laundries, in Baltimore, Md. All kinds and sizes, profitable, \$6,000 to \$200,000. For information contact Robert Horn representing Virginia Griffin, Maryland's drycleaning plant specialist. 1006 Reisterstown Rd., Pikesville 8, Maryland. HU-6-1639. 8369-2

BALTIMORE, MD. COMPLETE DRYCLEANING PLANT, CENTRALLY LOCATED, WITH CASH-AND-CARRY BUSINESS OF \$25,000-\$25,000 YEARLY VOLUME. GOOD LEASE, REASONABLE RENT, EXCELLENT EQUIPMENT, NEW BOILER. REASON FOR SELLING, WE BOUGHT LARGER PLANT. COUNTER VOLUME CAN BE INCREASED 25% AT ONCE BY EXPERIENCED OPERATOR. THIS LOCATION ESTABLISHED FOR 25 YEARS. PRICE \$15,000. CAN BE BOUGHT WITH ONE-HALF DOWN AND BALANCE FINANCED. BRILLIANT CLEANERS, 1048-50 W. BALTIMORE ST., BALTIMORE 25, MD. 8370-2

COLORADO DRYCLEANING BUSINESS, doing an excellent business, for sale. In very fast growing city, best location in town. Owner retiring. Write for information, City Cleaners, 1516 Main Ave., Durango, Colo. 8371-2

Modern downtown drycleaning plant in active fast-growing desert town. 1956 gross \$58,000 with above-average net. Business priced at \$50,000 with long-term nominal lease. Business and property \$75,000. Book value of equipment exceeds cost. Terms available to qualified buyer. Write Vernon M. Rees, P. O. Box 816, Blythe, Calif. 8378-2

For sale, wish to retire. Modern drive-in plant. Brand-new Butler automatic solvent equipment. Established 1920. Two new trucks, fur storage, shirt laundry, hats. Sell business only or complete. **ADDRESS:** Box 8373, NATIONAL CLEANER & DYER. -2

Modern, well-established drycleaning, laundry and storage plant doing quality work in industrial New England city, center of a large trading area. **REAL OPPORTUNITY** for younger man interested in insuring a good future by ownership of his own business. **ADDRESS:** Box 8374, NATIONAL CLEANER & DYER. -2

Cleaning plant, modern, top prices, plenty parking. Long lease. 90% over counter. Valley of Sun, Phoenix, Ariz. **ADDRESS:** Box 8375, NATIONAL CLEANER & DYER. -2

LOWER SOUTHWESTERN MICHIGAN: Completely equipped solvent plant with or without income home and store. Business established over thirty years. Located in college and university town. **ADDRESS:** Box 8376, NATIONAL CLEANER & DYER. -2

FOR SALE AT A BARGAIN: Modern laundry and cleaning plant. All new equipment four years ago. Only laundry in town of 8,000 people. Will sell building or lease it. Also will sell on the payment plan. If interested, inquire P. O. Box 722, Metropolis, Illinois. Telephone number 2151 or 2152. 8384-2

CLEANING PLANTS FOR SALE (Cont'd)

EASTERN VIRGINIA town on water. \$17,000 gross; cash-and-carry solvent plant, has shown steady increase in volume and profit for last five years; all equipment new or rebuilt in last five years and is now in excellent condition; will sacrifice for cash, terms if necessary. ADDRESS: Box 8391, NATIONAL CLEANER & DYER. -8

For sale—Drycleaning and laundry plant in prosperous Ottawa Valley. Last year's volume over \$149,000. High profits. All modern equipment in excellent condition. Only completely equipped laundry within 100-mile radius. Asking price of \$160,000 includes two-story building containing two second-floor apartments, and all equipment. Outstanding opportunity for expansion. Owner has chronic illness. About \$65,000 handles. P. J. Brennan, Real Estate, 304 Pembroke St., W., Pembroke, Ont., Canada. 8395-2

SMALL SYNTHETIC PLANT, EAST COAST FLORIDA. \$15,000 TERMS. ADDRESS: Box 8394, NATIONAL CLEANER & DYER. -2

Modern drycleaning plant in the Valley of the Sun. Climate for asthma or bronchial ailments. Top prices and location. Long lease. Cash-and-carry. New building. Box 5371, Phoenix, Ariz. 8395-2

EXCLUSIVE drycleaning business, well equipped. Good lease including living quarters, excellent for couple. TOP prices (suits \$2.50 up, ladies suits \$4.50 up, ladies coats \$12.50 up, sweaters \$1.50 up). Cash-and-carry, sacrifice, due to illness \$3,000 cash or \$7,000. Easy terms, retiring. Exclusive Cleaners, 406 South Main Street, Santa Ana, California. Phone Kimberly 3-7977. 8314-8

CLEANING PLANTS AND LAUNDRIES WANTED

Wanted to buy or lease medium-size commercial laundry. All replies confidential. Jim Widener, 508 Belvedere Blvd., Silver Springs, Maryland. JU 8-4021. 8386-1

BUSINESS OPPORTUNITIES

Drycleaning, laundry agency, completely equipped plant, rent \$135, 1956 sales \$36,000, operated by help, owner unable to devote time account other interests, new industrial area, price \$18,000, terms. Apple Co., 1836 Euclid, Cleveland, Ohio. 8383-11

DRYCLEANING and LAUNDRY—J. W. TENN. Net \$6,000. 60% cash-carry. Select neighborhood, growing industrial city. Ask \$13,360. Write B-9734. **DRYCLEANERS**, S. CENTRAL, MISS. Long-established with steady clientele. Low overhead, equipment good condition. Ask \$9,900. Write B-9766. **DRYCLEANING PLANT**—Central Ark. Established client. Fast-growing city. Ask \$11,500. Write B-9804. **DRYCLEANING PLANT**—S. Texas. Fast-growing community. Agriculture and oil. A-1 equipped building. Competition nil. Ask \$25,000. Write B-9844. **LAUNDRY-DRYCLEANING**—S. Central Ohio. Net \$16,000. Only "Quik Service" plant agricultural city \$5,000. Four colleges in community. Living quarters available. Ask \$30,000. Write B-62439. **DRYCLEANING PLANT**—Chicago area. Net \$50,000. Draw \$15,000. A-1 equipment. Choice location. Valuable real estate. Write B-62458. **BUSINESS MART OF AMERICA**, 5725 Melrose Ave., Los Angeles 38, Calif. 8387-11

COME TO PHOENIX, ARIZONA! The fastest-growing city in America, where people really live. We accept only the best for sale. Our selection of various businesses is the result of our rigid investigation of their accuracy and value. When we recommend a drycleaning, laundry, or any other type of business, you may be sure it is worth the money. Write us with confidence. No obligation. Information cheerfully given. Select your business opportunity from our fact-finding reports. **POCOCK-ENGELER & CO., REALTORS**, 1157 East Camelback Road, Phoenix, Arizona. 8392-11

Cleaners-dyers, established 1932, complete plant and store, hat cleaning, twelve agencies, 1957 truck, 1956 sales \$53,000, business district, Eastern town, rent \$150, lease, priced right. Apple Co., 1836 Euclid, Cleveland, Ohio. 8402-11

SALES MEN-DISTRIBUTORS WANTED

Manufacturer's agents wanted to sell **BLUE RIBBON** foam press pads to jobbers. Attractive commission program. Write Norjac Foam & Fabric, 819 N. W. 23rd Street, Oklahoma City, Oklahoma. 8269-14

HELP WANTED

WORKING MANAGER, MUST BE QUALITY SILK SPOTTER, AND KNOW ALL PHASES OF OPERATING UP-TO-DATE RETAIL SOLVENT DRYCLEANING PLANT. EXCELLENT OPPORTUNITY FOR RIGHT PERSON. GIVE DETAILS REGARDING YOURSELF AND QUALIFICATION IN FIRST LETTER. ADDRESS: Box 8335, NATIONAL CLEANER & DYER. -7

MANAGER: FOR OLD-ESTABLISHED RETAIL SOLVENT DRYCLEANING PLANT IN THE CITY OF DETROIT. MUST BE EXPERIENCED AND CAPABLE OF MANAGING ENTIRE PLANT. PLEASE STATE AGE, EXPERIENCE AND FURNISH REFERENCE. ADDRESS: Box 8347, NATIONAL CLEANER & DYER. -7

Spotter, expert all-around man, able and willing to operate petroleum machine and do all work for top-quality retail plant, Paterson, N. J. State experience and salary desired. ADDRESS: Box 8381, NATIONAL CLEANER & DYER. -7

WANTED QUALITY SILK AND WOOL SPOTTER. MUST KNOW ALL PHASES OF THE CLEANING BUSINESS INCLUDING MAINTENANCE. EXCELLENT OPPORTUNITY. SEND COMPLETE DETAILS. ADDRESS: BOX 8382, NATIONAL CLEANER & DYER. -7

MAINTENANCE SUPERVISOR—Knowledge and experience in machinery, power, buildings, for full charge in one of leading plants in New England. State education, training, experience, age and salary. ADDRESS: Box 8390, NATIONAL CLEANER & DYER. -7

SPOTTER: MUST BE QUALITY SPOTTER AND KNOW ALL PHASES OF OPERATING MODERN WASHER-EXTRACTORS PETROLEUM AND SYNTHETIC. OPPORTUNITY FOR RIGHT PERSON TO BETTER HIMSELF. SOUTHERN OHIO. GIVE ALL DETAILS REGARDING SELF FIRST LETTER. ADDRESS: Box 8401, NATIONAL CLEANER & DYER. -7

SITUATIONS WANTED

Man desires U. S. or Canadian position. 25 years experience in European, Australian plants. Speaks 6 languages. Finest references. Wife is excellent spotter and silk finisher. Will need letter of intention from employer for immigration purpose. ADDRESS: Box 8060, NATIONAL CLEANER & DYER. -5

Experienced silk-wool spotter, quality work. Sober, reliable, married man, desires steady position. Northeastern states. ADDRESS: Box 8303, NATIONAL CLEANER & DYER. 8303-5

MANAGER SILK-SPOTTER, 25 years experience. Capable of training help in all departments. Wants steady position with a future. ADDRESS: Box 8365, NATIONAL CLEANER & DYER. -5

Manager's position wanted, in package plant if possible. Strictly sober, managerial experience, family man, age 42. Twenty-two years in the cleaning industry. ADDRESS: Box 8366, NATIONAL CLEANER & DYER. -5

Partnership or association, man with capital (or business) wanted on either basis. At 50, I'm switching from employee to employer. Have proficient production and promotional experience, and capable management background with advanced ideas for business growth. Residing near New York City. Will relocate for climate betterment. ADDRESS: Box 8378, NATIONAL CLEANER & DYER. -5

Retirement at 51 too difficult for one healthy, active, and with a broad background of administrative management. Can offer some good progressive ideas and would be interested in sales and promotional work, or full responsibilities from retiring owner. ADDRESS: Box 8379, NATIONAL CLEANER & DYER. -5

Laundry and drycleaning superintendent, 33 years of age, 15 years experience in all departments. Capable of supervising and training employees for any job in the plant. Willing to think and work, with ability to get along with people. Have record of top quality with low productive costs. Can furnish good references. Qualified to maintain boiler and equipment. Will arrange personal interview. ADDRESS: Box 8380, NATIONAL CLEANER & DYER. -5

ALL-AROUND MAN wishes job as SPOTTER and CLEANER in synthetic package plant, in California or Florida, will consider other states. N.I.D. graduate, 10 years experience, age 31. State salary and hours. ADDRESS: Box 8385, NATIONAL CLEANER & DYER. -5

WORKING SUPERINTENDENT WITH 30 YEARS EXPERIENCE, TRAINING AND WORKING PERSONNEL. GOOD REFERENCE. AVAILABLE NOW. AGE 47, IRISH-AMERICAN. ADDRESS: Box 8397, NATIONAL CLEANER & DYER. -5

Have sold my modern drycleaning establishment in Kansas and moving to Colorado. Would be interested in managing, leasing or buying cleaning shop grossing \$1,000 to \$1,500 per week in Denver, Boulder area. Thirty-seven years old and in good health. ADDRESS: Box 8400, NATIONAL CLEANER & DYER. -5

CONSULTANTS

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE**, 53 Auburn St., Concord, N. H. 3635-25

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU**, RT. 3, CHARLOTTESVILLE, VA. 6040-25

48-HOUR ANALYSIS SERVICE. Keep customer goodwill. Reports accepted by customers, retailers, legal authorities. Plant facilities available for corrective work. Low rates. **FREEMAN TEXTILE RESEARCH LABORATORIES**, 5 Commercial Street, Malden 48, Mass. 7577-25

ENGINEERING CONSULTING SERVICE—DRYCLEANING problems (quality, distillation, filtration, drying, extraction, operating procedures) investigated, analyzed and solved by a graduate chemical engineer. Write for estimate giving details of your problem. **ADDRESS:** Box 8388, **NATIONAL CLEANER & DYER**. 25

MISCELLANEOUS

FANTASTIC: So much advertising for so little money. . . . One gross fine quality combs, pocket and purse, gold-imprinted to your specifications (up to 26 letters) for only \$5. Use as gifts to customers or as door openers on solicitations. Orders filled same day received. Send cash or check to Darko Products Co., Dept. N, 2659-61 Shelby Street, Indianapolis 3, Indiana. 8220-8

SAVE TIME, MONEY AND CUSTOMERS: The E Z Darko drapery pricer is the quickest, easiest, and most accurate drapery pricer ever devised. It instantly gives you the exact price to the penny on any drapes 2' x 4' up to 10' x 9' in 3-inch intervals, at rates ranging from 3¢ to 5¢ per square foot in 1/4¢ gradations. Regularly priced at only \$5, special introductory offer, two for \$5. Order filled same day received. Just send \$5 cash or check to Darko Products Co., Dept. N, 2659-61 Shelby Street, Indianapolis 3, Indiana. 8221-8

BUSINESS SERVICE

Double-breasted suit coats made single. \$9.95 wholesale. Tailoring, any kind. By mail: **Talis & Company**, 11 Pleasant St., Worcester, Mass. 8137-10

DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost . . . reactivates old customers. Write for free samples of famous Kolorcards. **Reba Martin, Inc.**, 4201 N. W. 2nd Ave., Miami 37, Fla. 5947-10

DOUBLE YOUR INCOME from your newspaper advertising by using our low-cost **CLEANER TOONS** and verses. For FREE proofs write **DAVID LILLY CARTOONS**, Box 167, Long Beach, Calif. 7580-10

MERCHANDISE FOR SALE

MANUFACTURER SELLING OUT SURPLUS 84 x 36 NYLON LAUNDRY NETS, \$13.50 PER DOZEN, FINEST QUALITY, SUPPLY LIMITED. **L. S. SUPPLY COMPANY**, 168 TRENTON AVENUE, WHITE PLAINS, NEW YORK. 7717-45

TRAINING SCHOOLS AND INSTRUCTIONS

LEARN TAILORING, REPAIRING, DESIGNING and CUTTING on men's and women's garments. (3 separate books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 408 S. State Street, Chicago, Ill. 3670-15

LEARN TAILORING, REPAIRING in one of America's finest tailoring schools. 100-hour course \$75. Empire Institute of Tailoring, 422-A East Fifth St., Hazelton, Pa. 7129-15

HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932**. 3902-15

We teach re-weaving by mail. New all-metal instrument, easy-to-use instructions. Write for free literature. F. S. Peters, 1901 South Jackson Street, Little Rock, Ark. 8360-15

BIG EXTRA PROFITS IN INVISIBLE REWEAVING! Do it yourself—in your own shop giving customers finest work and prompt service. Find out how quickly you can learn to make holes, tears, cuts DISAPPEAR from all clothing and fabrics. Famous original Fabricron professional method pays up to \$10 in an hour—**ALL PROFITS!** Write for **FREE** details. **Fabricron**, Dept. R R, 6238 Broadway, Chicago 40, Illinois. 8398-15

REWEAVING

"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully rewoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3278-39

HEDDA MOHL, REWEAVER, formerly VIENNA, PARIS. Original French weaving, reweaving, stoning, invisible mending. Holes, burns and tears expertly reweoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid 48-hour service. (Promotion kit free.) **Hedda Mohl, Reweaver**, Colorado Springs, Colorado East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4833-29

ADAMS WEAVING COMPANY the best known name in Re-weaving. Burns, moth holes, rips in garments, linens and sweaters. An extra service for you to offer with an excellent profit. Top-quality workmanship that will avoid trouble with plant damages. Quick and guaranteed service. **ADAMS WEAVING COMPANY**, 1010 Republic Building, Chicago, Illinois. 5470-29

REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. **American Textile Weaving Co.**, 5 N. Wabash Ave., Chicago 2, Ill. 5516-29

REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH-HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. E. M. WEISSERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

FOR GUARANTEED REWEAVING SERVICE ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. **French Textile Co.**, Dept. N, 428 Avenue A, Rochester 21, N. Y. 5851-29

The old reliable "BERGER DAMAGE REWEAVING" serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to "BERGER DAMAGE REWEAVING COMPANY," 765 Madison Ave., New York 21, N. Y. 5966-29

REWEAVING. Complete **SALES KIT FREE** including signs, advertising mats, instruction book, **PRICING CHART**, work tickets and envelopes at **NO CHARGE**. A prompt efficient **WHOLESALE** service at a **MODERATE COST**. We reweave the exact pattern in all fabrics. Our complete reweaving service will make you a satisfied, permanent customer. Send garment for estimate. Open accounts if desired. Return postage paid. **MONEY BACK GUARANTEE. CINCINNATI REPAIR SERVICE**, 413 Race St., Cincinnati 2, Ohio. 6066-29

MONEY BACK GUARANTEED REWEAVING. Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Return postage paid. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS**, 413 Race St., Cincinnati 2, Ohio. 7369-89

RE-WEAVING AT LOWEST WHOLESALE PRICES. 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS**, 1412 Adams St., Toledo 2, Ohio. 7446-29

WHOLESALE DYEING FOR THE TRADE

SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

LOEBL DYEING IS THE FINEST QUALITY PRODUCED. All garments are deluxe semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. Loebel's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBL DYE WORKS, INC.**, 348 W. SALEM AVE., ROANOKE, VA. 7003-12

Dyeing Is Our Business—"Science in the Art of Dyeing" by the South's most modern dyehouse. Our 24- to 48-hour **SERVICE** on garments, household items and rugs is unmatched. Let's get acquainted **NOW** for bigger profits. **DUFFEN DYE WORKS**, 321 County St., Portsmouth, Virginia. 7638-12

SEWING ROOM SUPPLIES

BARGAINS—100 TALON TROUSER ZIPPERS, \$11.50, 24 SUEDE LEATHER ELBOW PATCHES, \$4.80. Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. Nassau Notionhouse, Nassau, N. Y. 5639-48

SUEDE, LEATHER AND FUR SERVICES

SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Any jacket \$3.75. Ship to THE SUEDE KING, 1311 East State Street, Sharon, Pa., Member of S.L.R.A. 5234-13

Suede and Leather cleaned and refined—Jacket \$3.50, Topper \$5.00, Coat, \$6.00. To change the color of suede, 50% more. Advance Leather Coloring, 1628 Pitkin Ave., Brooklyn 12, N. Y. 5849-13

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive DAVOTEX process. You will become a regular customer. C.O.D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa. 6055-13

SUEDE and LEATHER—Cleaned, dyed, refined. Guaranteed "FRENCH-TEX" process. Jackets—\$5, coats—\$10. LaFRANCE DYE HOUSE, 7606 Carnegie Ave., Cleveland 3, Ohio. 7947-13

Suede and Leather Specialists. "Lane-Lustrine" process. Member S.L.R.A. Natural oils, color and softness restores. Send for information folder and price list. Free window display sign with first job. One-week service. Send to—Wardrobe Service, 1334 McGee, Kansas City, Missouri. 3088-13

FUR PROBLEMS—We replace burnt fur, repair or remodel into any style fur coat or cape at low wholesale costs. Send us your next problem. Fast service. FUR ACESS, 396 North Euclid Street, Baltimore 1, Maryland. 5380-13

MACHINERY WANTED

Wanted: From 1 up to 100 used Hoffman presses VCO-56 and XCO-56. Address: Importaciones y Exportaciones Universales, Carreteras a Saltillo No. 1, Monterrey, N. L., Mexico. 8289-3

WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A." Dr. Pasteur 115, MEXICO 7, D. F., MEXICO. 5703-3

MACHINERY FOR SALE

American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipment price. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8254-4

Hoffman model XC05, XC05A, and XW12 presses, Cissell puffers, Cissell cuff cleaners and sleeve finishers. Real values. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8255-4

MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 4—NATIONAL HAND AND POWER MARSHING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8256-4

HIGH-SPEED EXTRACTORS, AMERICAN 17", MONEX 15" and 17", BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8257-4

We buy and sell complete drycleaning plants. Also have a complete line of up-to-date, rebuilt and new drycleaning equipment. Contact us for your machinery needs at bargain prices. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 Ninth St., Long Island City 1, N. Y., Stillwell 6-6666. 8291-4

One U. S. Hoffman utility pressing machine model XC05, \$295; one U. S. Hoffman offset dress press XCO-17, \$295; one U. S. Hoffman steam-air coat former, \$145; one Paris Master steam-air coat former, \$195; one Cissell Model A steam-air coat former, 110V, \$75; three Cissell steam-electric irons, complete with iron board, and stand ready to plug in, 110V, \$30 each; two brand-new Cissell steam-electric irons, 110V, \$15 each; two slightly used Cissell steam-electric irons, 110V, \$7.50 each; one lint trap for drycleaning tumbler, \$15. All equipment guaranteed. Empire Cleaners, 432 East Fifth St., Hazelton, Pa. 8389-4

MACHINERY FOR SALE (Cont'd)

42 x 84" AMERICAN MASTER CASCADE double end driven Monel metal washers, two-compartment two-door cylinders, motor-driven. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8309-4

TWO-ROLL, 100" and 120" AMERICAN and C/L RETURN FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8346-4

For sale: **FUR FROST FINISHING MACHINE**, practically new, used short period of time, in top condition. \$450 delivered. Merchants Chemical Co., 4007 Crittenden Drive, Louisville, Kentucky. 8346-4

2300 G.P.H. Bowser Monel screen filter in perfect condition, first \$350 takes it. DeLuxe Dry Cleaning Co., Batavia, N. Y. 8377-4

One—solvent cooler—\$30; one—Master Muck cooker, 6 months old—\$350; one Butler Press Model 211, size 40—\$300; one—Worthington air compressor, 1 HP.—\$75; one—Toledo scales, floor type—\$30; one—Scales, Nu-weigh hanging type—\$25; one—Bowers extractor, size 25, belt-driven—\$50; one—Butler filter, scrape down, air clean-out, 2000 gallon—\$800; two—Hoffman presses, XCO 90—\$125 each; one—Cissell spotting board, air, steam, vacuum—\$100; two—exhaust fans—36"—\$35 each. Everything A-1 condition. Write Miller-Diamond Cleaners, 1330 S. Main St., Burlington, Iowa. 8396-4

Mercury 140-F 30 lb. drycleaning machine, 2000 series, 10 HP. Steam-aster boiler, automatic, gas-fired, 25 GPH. Hoffman still (like new). Set puff irons. Hand iron board, spotter board. This is a real bargain complete with electrical boxes. Price \$1,750. Central Drycleaners, 259 E. Jackson St., Martinsville, Ind. Phone DI 2-6403. 8399-4

Order These Booklets Now

- | | |
|---|--------|
| 1. How To Clean Cotton Rugs | \$.25 |
| 2. Manual for Training Silk Finishers | 1.00 |
| 3. The Laundry Primer | .50 |
| ABC's of washroom operation | |
| 4. Storage for the Drycleaner | .50 |
| 5. Guide to Plant Layout | 1.00 |
| making the drycleaning plant more efficient | |
| 6. How To Train Finishing and Folding Operators in the Laundry | 1.00 |
| 7. Manual for Training Wool Finishers | 1.00 |
| the complete job on all types of garments | |
| 8. Guide to Construction and Remodeling of Drycleaning Plants | 1.00 |
| 9. How To Build a Greater Demand for Your Professional Laundry Services | 1.00 |
| 10. Advertising That Builds and Holds Laundry Business | 1.00 |
| 11. Fur Book | 1.00 |
| complete textbook on cleaning, repairing and remodeling furs | |
| 12. Legal Decisions for the Drycleaner | 2.00 |
| 13. The Charged-System Roundup | 1.00 |
| 14. Fabric Facts | 1.00 |
| how to identify, clean, spot and finish all kinds of textiles | |

To order, check number and mail coupon. Special rates on quantities quoted on request.

N-1

NATIONAL CLEANER & DYER

305 East 45th St., N. Y. 17, N. Y.

Send books indicated below.

My check for _____ is enclosed.

5	6	7	8	9	10	11	12	13	14
---	---	---	---	---	----	----	----	----	----

Name_____

Firm_____

Street_____

City_____ State_____

NATIONAL CLEANER & DYER

ADVERTISERS IN THIS ISSUE...

**WHY
NATIONAL
CLEANER &
DYER'S
EDITORIAL
CONTENT
MAKES
ADVERTISING
PRODUCE:**

it's geared to the
BOOMING
drycleaning market . . .

*the business-
minded plants
that do 90% of
the nation's total
drycleaning
volume*

<p>A</p> <p>Adco, Inc. 42-43 Ajax Presses 51 Almore Dye House 101 American Cleaners Equipment Co., Div. of American Laundry Machinery Co. 57, 58 Anderson-Prichard Oil Corp. 55</p> <p>B</p> <p>Bohrstock Co., L. 105 Bishop David Freeman Co. 33 Bock Laundry Machine Co. 101 Butler Manufacturing Co. 4th Cover</p> <p>C</p> <p>Caled Products Co., Inc. 12 Cissell Mfg. Co., Inc., W. M. 65, 67, 69 Clayton Manufacturing Co. 13 Columbia Boiler Co. of Pottstown 52 Competition Chemicals 104 Cook Machinery Co., Inc. 71</p> <p>D</p> <p>Darco Division, Atlas Powder Co. 3rd Cover Davies-Young Soap Co., The 1 Detrex Chemical Industries, Inc. 17-22 Diamond Alkali Co. 83 Dicelite Division, Great Lakes Carbon Corp. 28 Dodge Division, Chrysler Corp. 73</p> <p>E</p> <p>Eaton Chemical & Dyestuff Co. 48-49 Emery Industries, Inc. 37 E-Z Packaging Corp. 7</p> <p>F</p> <p>Fur-Fool Corp. 99</p> <p>G</p> <p>Gaylord Container Co. 106 Glenzip Co. 104 Glover, Inc., Bill 105 Goldman Pressing Machine Corp. 105</p> <p>H</p> <p>Haertel Co., Walter 77 Hammond Laundry-Cleaning Machinery Co. 53 Hoyt Manufacturing Corp. 60-61 Huelsch Originators 11</p> <p>J</p> <p>Johns-Manville Second Cover</p> <p>K</p> <p>Keyes-Davis Co., The 102 Kohnstamm & Co., Inc., H. 105</p>	<p>L</p> <p>Lattner Manufacturing Co., P. M. 97 Lookout Boiler & Manufacturing Co. 102</p> <p>M</p> <p>Manitowoc Engineering Corp. 2-3 Marlow Pumps, Division of Bell & Gossett Co. 63 Mercury Cleaning Systems, Inc. 15 Minnesota Mining & Manufacturing Co. 29 Multi-Clean Products, Inc. 85</p> <p>N</p> <p>National Cleaner & Dyer 86-87 National Indemnity Exchange 104 Newhouse Specialty Co., Inc. 99 Nicholson & Co., W. H. 78-79</p> <p>O</p> <p>Olsen Filtration Engineers 89</p> <p>P</p> <p>Pantex Manufacturing Corp. 39, 75 Parker Boiler Manufacturing Co., Sid E. 6 Pre-Marked Strip Tag Co. 56 Prosperity Co., Inc., The 45, 47</p> <p>Q</p> <p>Quality Products Co. 14</p> <p>R</p> <p>Reliable Machine Works, Inc. 91 Roma Corp. 93</p> <p>S</p> <p>Skelly Oil Co. 94 Spix Products Co. 26 Street & Co., Inc., R. R. 5, 31</p> <p>T</p> <p>Textile Marking Machine Co., Inc. 104</p> <p>U</p> <p>Unipress Co., The 30 United Brass Works, Inc. 98 U. S. Hoffman Machinery Corp. 100</p> <p>V</p> <p>Vic Manufacturing Co. 27 Viking Pump Co. 95</p> <p>W</p> <p>Warco Laboratories 103 Washex Machinery Corp. 9 White Machine Co., Inc. 81 Wichita Precision Tool Co., Inc. 25 Wilson Chemical Co., A. L. 24</p>
---	--

OUR READERS SAY

Saving Stamp Plan

To the Editor:

Please forward further information about War Savings Stamps, referred to in the article in your April issue of NATIONAL CLEANER & DYER.

ARTHUR R. ALFORD
Arthur Alford with Lord's
Cambridge, Massachusetts

The reader was referred to Irvin Hackerman, D. Hackerman Cleaners, 1208 Reisterstown Rd., Pikesville, Md.

—EDITOR

Advertising Help

To the Editor:

We have a local newspaper now, and I would like to do a series of ads. I would appreciate it very much if you could tell me where I could get some ideas, cuts, etc.

FERRIS EZZY
Ezzy's Cleaners
Madawaska, Maine

In addition to the local newspapers, most of which subscribe to syndicated mat services, many manufacturers and suppliers offer such assistance without charge.—EDITOR

School Information

To the Editor:

Please send information on any shop training in the U. S. A. or Canada for cleaning and pressing. I would appreciate it very much.

J. RAPATS
Edmonton, Alta., Canada

There are several schools in the United States that teach the various phases of drycleaning. Probably the most important is conducted by the National Institute of Drycleaning at Silver Spring, Maryland. It also offers a correspondence course in spotting. Other schools in this country and Canada are listed in our annual Guidebook issue.—EDITOR

S. O. S.

To the Editor:

Need subscription to your magazine right away! Through various circumstances, came into management of an outmoded and inefficient drycleaning plant, old equipment, improper workflow, nonexistent public relations and sales control, and minimum profit for maximum effort.

Also need information on where and how to get proper training in running a drycleaning plant; that is, recognized schools and correspondence courses.

KOICHI ARAKAWA
Waipahu, Oahu, Hawaii

Student Training

To the Editor:

We have recently instituted a course in Diversified Cooperative Training, here at Crestline High School. We are experiencing difficulty in getting trade manuals and research information for the cleaning and pressing trade.

We would appreciate any materials or information you could supply us for student training in this trade.

VERNON A. WALRATH
Coordinator of D.C.T.
Crestline Public Schools
Crestline, Ohio

Sources of training material are listed in our Annual Guidebook issue (most recent March 1957).—EDITOR

Shrinkage of Drapes

To the Editor:

I found Laura Porterfield's articles on the Household Department very interesting.

In the October issue, you show in your layout a drape pleater. Can you tell me what pleater you refer to, also make and manufacturer's name. I am interested in a good fast pleater but to date do not know of one, that is practical, on the market.

I would appreciate your telling me if you feel that more and more drapes of cotton and synthetic material should be washed rather than drycleaned to get a satisfactory job and what about the shrinkage problem in the washed drapes.

CHARLES S. LAPIDES
Quality Laundry and Dry Cleaning
Detroit, Michigan

The inquirer has been referred to several manufacturers of practical drape-pleating machines. The finisher's concern, says Mrs. Porterfield, is that the articles come to her cleaned in the best possible manner and wrinkle-free. Drapes that need wetcleaning should be thoroughly checked for wear and preferably the customer's consent should be obtained. While there is a possibility wetcleaned drapes may shrink, many of these fabrics are pre-shrunk and should not give too much trouble. Also, under normal conditions the equipment described in the article will bring the drapes to the proper length, and you can always give a little in the width to get the correct length.—EDITOR

Drive-In Sign

To the Editor:

We converted a gas station to a drive-in cleaning plant. It is located in a very good residential area, on a main street.

But it seems it is not as noticeable as it should be and we are thinking of investing in a sign of some sort. Should it be spectacular or what?

Do you have any documentary proof of the results we could expect from such an investment?

It seems to be the general opinion that it is the thing to do, but nobody has figures to show.

RALPH M. JENNINGS
Canary Cleaners
Toledo, Ohio

The subject was covered in "How To Reach a Moving Market," February 1957 NATIONAL CLEANER & DYER.
—EDITOR

History of Drycleaning

To the Editor:

I am interested in securing literature telling about the history and development of drycleaning as background material for an article I am to write.

Would you kindly furnish me with such information.

RUSSELL BAUER
New Britain, Conn.

The February 1957 issue of NATIONAL CLEANER & DYER carried what is probably the first really comprehensive treatment of the history and development of drycleaning.—EDITOR

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.



give your solvent the
DARCO® whiteness test

cleaning with

Dirty Solvent

can lose customers!

Try this test to see what kind of cleaning job you're doing. Run half of a clean piece of white cotton or rayon through your washer. Dry it and press—then compare the "cleaned" half with the original. If it looks gray, you're trying to clean with dirty solvent!

Don't take chances on losing customers through dull, dingy cleaning—when it's so easy and economical to keep your bath in top condition with DARCO DC activated carbon.

Use DARCO DC regularly. First thing each morning, get your filter ready for quality cleaning all day long, by charging with

DARCO DC. This way, your solvent never gets dirty!

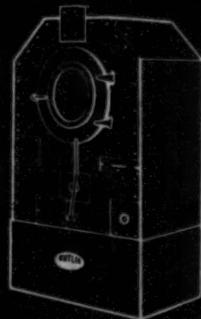
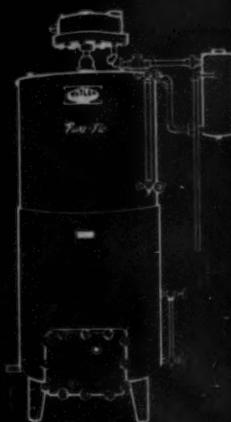
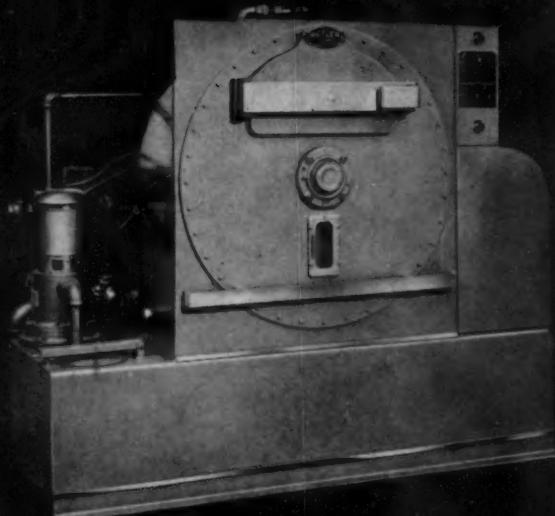
Use enough DARCO DC. The difference between good cleaning and poor is only a few cents a day. Your DARCO distributor will be glad to advise you how much DARCO you need daily in relation to your filter capacity and production volume.

DARCO DC is the most effective way known to take out all bleeding dyes, odors and fatty acids in a single sweep. DARCO saves soap and solvent, too. Order from your DARCO distributor today, in the handy 2-pound "Carbon-Meter" bags, 25 to a carton.

Write for your copy of the new
DARCO Drycleaning Manual
with the tear-out "How-to-Use-
It" chart.



ATLAS CHEMICALS DIVISION
ATLAS
POWDER COMPANY
WILMINGTON 99, DELAWARE
In Canada: Atlas Powder Company, Canada, Ltd.
Brantford, Ontario, Canada



NEW Butler 150 Synthetic unit

Heart of the first scientifically balanced dry cleaning system

Here it is! Balanced dry cleaning . . . to help you get more business through better quality than ever before. Everything—solvent flow, solvent level, washing and extracting speed, filtration, distillation, reclamation—everything that contributes to highest quality cleaning is scientifically balanced in this new Butler dry cleaning system . . . a system so flexible you can achieve huge capacity in surprisingly little space.

And at the heart of the system lies the brand new Butler 150 synthetic unit. Here are some of its outstanding features:

Easy to run—Only four motor-driven valves. Only one dial to set. Other makes have as many as 14 valves to twist, four or five dials to set.

Variable wash cycle—May be varied from 1 to 38 minutes. Widest range in the industry.

Divided-pocket cylinder—Provides greatest penetration of pere, maximum solvent flow through garments.

Smooth as silk extraction—Internal bracing, proper speed and structural refinements eliminate vibration.

Big capacity—Turns out more work per dollar of investment.

Operations manual—New, expertly written, crystal-clear, easy-to-follow instructions for complete operation and maintenance.

If you want to do the very best cleaning . . . in the easiest possible way . . . with the least amount of maintenance, contact your Butler representative. Ask him about the new Butler 150—and the balanced dry cleaning system.

Remember—everybody is interested in your business . . .

Butler is interested in your success!



BUTLER MANUFACTURING COMPANY

7452 East 13th Street, Kansas City 26, Missouri
Dept. 13, Room 602, 103 Park Avenue, New York 17, New York
Dept. 23, 1858 Cheshire Road, N.E., Atlanta, Georgia
3414 N. Harlem Avenue, Chicago 34, Illinois
8905 Lake Avenue, Cleveland 2, Ohio

Manufacturers of Dry Cleaners Equipment • Buildings • Oil Equipment • Farm Equipment • Outdoor Advertising Equipment • Custom Fabrication